

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XLI.

NEW YORK, OCTOBER 29, 1902.

No. 5.

The Philadelphia RECORD

**Reaches the People who Read
Advertisements**

"'The Record,' with a larger circulation in Philadelphia and Pennsylvania than any other newspaper, and a greater circulation in Delaware and New Jersey than any paper published in either State, has a tremendous reach which gives an excellent basis for publicity."

— PRINTERS' INK.

GENERAL DISPLAY RATE
25c. a line, subject to discounts

ONE CENT A WORD
for nearly all
Classified Advertising

NEW YORK OFFICE
611 Temple Court

PHILADELPHIA
917 Chestnut St.

CHICAGO OFFICE
1008 Tribune Bldg.

Press Day

November 5, 1902

Those newspapers and periodicals which go to industrious, prosperous people—into homes where economy and saving are practiced—to classes who earn good wages—those newspapers are the ones to tell their story in the special issue of PRINTERS' INK of November 12, 1902. That issue goes to 18,000 banks, bankers, savings and trust companies in the United States and Canada. It carries to them a business message in which they will be vitally concerned—the message of advertising as the modern factor to gain extended bank patronage. The total issue is over 35,000 copies without a raise in the rates.

If your paper belongs in the above class you can't let this opportunity go by default, so send order and copy at once.

One page, \$100; half page, \$50; quarter page, \$25; twenty-five per cent extra for special position, if granted. Five per cent discount for cash with order and copy.

Address,

PRINTERS' INK,
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1892.

VOL. XLI.

NEW YORK, OCTOBER 29, 1902.

No. 5.

ADVERTISING THAT BUILDS TOWNS.

Pittsburg is outgrowing herself in the effort to keep pace with the world's demands for steel, iron, glass, pottery, coke, coal and other products peculiarly her own. Consequently, there are any number of new towns springing up around the city within a radius of fifty miles. These towns are all industrial. They begin with a large manufacturing plant, and to settle workmen around these new plants is the task that is undertaken by several real estate companies that plot the towns, lay water pipes, sewer and pavements and populate them. They are not "boom" towns in the accepted meaning of that wild and wooly word, but are based upon substantial industries that will continue for a good many years if the old world holds together and uses their staple products. In the course of five or ten years these industries would attract population of themselves, but five or ten years is a long time. Pittsburg is growing very rapidly, and the real estate agents have found that these towns can be populated in ten weeks just as easily as in ten years. Advertising is the force that does the work. The Pittsburg dailies are employed most lavishly, and are carrying hundreds of columns of real estate advertising that appears rather sensational to a stranger, but which is undoubtedly publicity of a very profitable kind. Unless it brought absolute, speedy results the companies that pay for the space must soon cease operations, for double-page ads in every daily in the city are not at all uncommon. Pittsburg has seven daily papers, and the space bills of a single concern

for a week have been known to reach \$10,000.

"This publicity is far from being sensational, believe me," said Mr. George F. Protzman, of the Protzman & Barr agency, which handles most of this business, to a PRINTERS' INK reporter last week. "We use large spaces, black type and striking pictures because they make the most forcible impression and bring the quickest returns, but you'll find it a difficult matter to disprove any statement that we put into our ads. It makes little difference what you are advertising. If you use daily newspapers, or in fact any other medium that reaches the masses you are reaching people who think and must ultimately discover the weak places in your proposition if it is dishonest. What looks like sensation is simply enthusiasm. If the man who writes real estate advertising is not enthusiastic he can hardly entuse his readers. We represent ten firms, four of whom have spent \$63,000 in publicity during the past month. A week ago we took a trainload of people out to our new town of Derry, Pa. It is forty-six miles from Pittsburg, and we had 3,000 people in sixteen coaches. To advertise this excursion we spent \$20,000, of which sum nearly \$10,000 went to the Pittsburg dailies in one week. Besides this space we sent out 118,000 lithographs through the mails and by other means, and had one hundred men distributing folders and circulars. As luck would have it the day of the excursion was rainy, and we did not permit our prospective purchasers to leave the train. We fed them from a carload of provisions, and did our best to take care of and bring them home again in good health, for we knew that if we did this there would be a far

better opportunity to sell them lots later than if we sent them out into the rain to buy. As it was, we sold fifty-seven lots, and the proposition is still a very live one. This was a mischance, of course, and the first of the kind that we have ever had. Last June we took a similar excursion to Trafford City, which is near Wilmerding, where the Westinghouse Air-Brake Company has its plant. This company is to make all its castings in a foundry at Trafford City, and the place will become a large industrial town within a year or two. People from surrounding towns camped on our property all night, and the next day we sold 722 lots in about ten hours. The demand was so great that some of our salesmen held lots for their best customers, but we re-plotted the grounds and sold those reserved lots to the first comers. When the people who had got lots from these salesmen came to the window of the title office we had to refuse their money. At McKeesport the National Tube Works is building a \$10,000,000 addition to its plant, and real estate has been greatly stimulated. Most of the holdings are being held at prohibitive prices, but we found a parcel of land that could be put upon the market quickly and sold it at an average price of three cents per square foot. This is the secret of our success. We put good property in live localities upon the market at prices within reach of home-builders and small investors. In all cases our big sales have resulted in live industrial towns. At South Sharon three years ago we sold 621 lots in a single day, and this place now has a population of 10,000. We are successful because we sell good goods. We don't take up property that we can't sell, and we give a guaranteed title with every foot disposed of. In the past three years we have sold 17,300 lots at an average price of \$350 each, or more than \$5,000,000. Some of this property is as far West as Norwalk, O., and some in West Virginia. In the last year there has been written in this office more than \$900,000 worth of newspaper advertising, forty per cent of which was for real estate. We employ 300 people on real estate dis-

tributing and posting, with eleven detectives to check up and watch them. Distributing is not productive without this supervision. As for copy, I believe in varying methods from time to time. What was effective a year ago is out of date to-day. When I sit down to write real estate advertising I want a proposition that I thoroughly believe in. Then I make the copy strong and edit it, cutting out assertions that I know to be absolutely true, but which I think may appear improbable to the average reader. I listen to comments at sales, especially at the window where deeds are made out; by doing so I get direct insight into the people who read the ads and buy the property. I think more of the person I want to reach and convince than the man for whom I am writing the advertising. It doesn't pay to be too serious in real estate advertising. A little comedy is good, but must be used very cautiously. If the grin is too broad the laugh is likely to be turned upon the advertiser. Pictures are the best eye-catchers. There is nothing that will take their place, and I believe in making them vivid. We are advertising lots in Fetterman, which will be made accessible by a tunnel now being cut through Mt. Washington. Heretofore the trip has been made around this hill. These Fetterman lots will be out of the smoke and dirt of the city, and can hardly help being a good investment. Well, we have used pictures of that tunnel in many forms, showing that it is not a tunnel, but a gold mine for investors, showing it with piles of money bags at its outlet, and using it as an object lesson in other ways. Pictures of this sort cannot be overlooked, and say what you will about sensation, they bring results. Women are now represented in our buying public. When we began they seldom came to the sales, but we have persistently educated them to put their money in real estate. Most of them buy for the purpose of building homes, but some are investors. We do not handle this advertising upon salary, but take stock in the companies. Then we believe in our proposition first of

~ (Continued on page 5.)

The Gain in Advertising in

The Sun

(Daily and Sunday) in September, 1902, as compared with the same month of the previous year, was more than 300 columns--about one page and a half every day, or more than 44 per cent.



The Gain in

The Evening Sun

during the same month exceeded one page and a quarter every day, or more than 68 per cent.

New York, Oct. 1, 1902.

all, and can work hard to make it successful."

On the same day that rain stopped the sale at Derry, Pa., a trainload of people went out to the new town of West Pittsburg, which was advertised by William S. Power. There was considerable rivalry in exploring these two real estate excursions. Mr. Power began about a week before the Protzman & Barr agency, believing that it is always well to introduce a new proposition gradually. Small single column ads were run in all Pittsburg papers for one week, several appearing upon different pages of the same issue. Some of these small ads were reproduced in **PRINTERS' INK** of October 15. Plates were made and a large number of cards printed and distributed. A week before the sale full pages were used, and the publishers of Pittsburg dailies must have been appreciative, at least, when the two promoters tried to outdo each other in the use of double-page ads. That Pittsburg papers are all alive was shown in results. Each excursion was well patronized, and only the mischance of rain prevented large sales at Derry. The West Pittsburg Realty Company was fortunate in getting its train to its lots an hour before the storm began, and sold 300 in that hour. Five lots worth \$2,600 were given away by drawing, each person on the train receiving a number and the five winning ballots being drawn from a hat at a dinner given to Pittsburg newspaper men. The Garland Nut & Rivet Company is to build a large plant at West Pittsburg, and other companies will also erect factories later. Only the foundations were in evidence on the day of the sale, but investors and homeseekers bought confidently. The growth of towns around Pittsburg is not artificial, but based upon industrial progress, and practically all of the companies exploiting them are said to be reliable. The "boom" real estate promoter is in evidence, of course, but is meeting with little success. In addition to Pittsburg dailies these companies use large quantities of literature, as well as dailies and weeklies in outlying towns.

"There are two forces behind

this real estate activity," said Mr. Haas, of the firm of Hass & Lauinger, which advertises extensively. "Steel and iron assure stable investments, for Pittsburg's prosperity is based upon them and will continue indefinitely. Then, small investors are turning to real estate as a substitute for the once-popular building and loan association. A lot is tangible, and cannot get away. We sell upon a ten per cent deposit, which makes the proposition attractive and leads the purchaser to complete payments. Some companies sell a \$500 lot upon a \$5 initial payment, and the lapses are enough to pay for their advertising, it is said. When a purchaser has paid \$50 down on a \$500 lot, however, he pays the balance. About thirty per cent of the purchasers are investors, while the remainder build homes. I find that daily newspapers are so far ahead of any other mediums that there is no margin for comparison whatever. Furthermore, straight, legitimate advertising transcends all the schemes ever devised. Have a sound proposition and tell the people about it. That is the only way."

MERCHANTS who do not advertise are like soldiers who fight with blank cartridges.—*Chat.*

ILLUSTRATED ITEM FROM LOCAL EXCHANGE.



"OUR WORTHY TOWN CONSTABLE IS VERY BUSY ATTENDING TO HIS MANY ONER-
OUS DUTIES."

With the exception
of THE KANSAS
CITY STAR,

THE TIMES

has by far the largest circulation of any paper published in Kansas City.

The paid circulation of the Times
for the first two weeks in October
was:

October 1, - - 64,169	October 9, - - 66,399
October 2, - - 65,532	October 10, - - 66,617
October 3, - - 65,610	October 11, - - 66,869
October 4, - - 65,571	October 12, - Sunday
October 5, - - Sunday	October 13, - - 67,053
October 6, - - 66,029	October 14, - - 67,010
October 7, - - 66,100	October 15, - - 67,064
October 8, - - 66,959	

BERLIN LETTER.

(Special to PRINTERS' INK.)

BERLIN, Oct. 8, 1902.

An entirely novel and effective scheme for advertising interior decorative furnishings and household accessories has been introduced with success by the large department house of Wertheim in this city. It commissioned such famous artists and decorative designers as Thorwald Jorgensen, of Copenhagen, Peter Behrens of Darmstadt, Endel, Huber, Sepp Kaiser, Arno Konigf, of Berlin, Richard Reimerschmied and Paul Trost of Munich and M. Baillie-Scott of Bedford, all recognized masters, to design and superintend the interior decorative furnishing of an elaborate residence including reception, music, ball salons, library, smoking-room, dining room, kitchen and in fact all that goes with a complete household. The enterprise demands a large expense but neither artistic genius nor means were spared to enhance the ultimate effect. The advertising manager of the house reproduced the designs in the advertising columns of the newspapers and together with the strong array of artists who had collaborated the attraction proved so successful that other large department stores have fallen into line. Berlin is a city of handsome, artistic homes and consequently such effort to engraft the highest degree of artistic ability in interior decorations and furnishings is not unappreciated. The model rooms embrace an entire floor of the immense Wertheim establishment which is crowded from morning until evening. The advertising manager says that the scheme was a costly one but it has already exceeded expectations in the amount of trade it has attracted. To counter the enterprise of the Wertheim establishment the large department house of Hermann Gerson has introduced "costume exhibitions" of international toilettes, bringing in the latest and most costly modes of all countries, including France, England and the United States. This idea has also been successful as may be judged from the popularity of the "expo-

sition" scheme. But the strenuous rivalry between the department stores has not ceased with this. A late innovation is the creation of the art salon where "five o'clock teas" are given for the benefit of lady patrons. These art salons are no makeshifts but show the best collections of old and modern masters. The Wertheim Salon recently brought a collection of modern masters which might do credit to a metropolitan art museum. The idea combines profit and attraction. The primary purpose of these salons is to attract patronage to the house but it has also created a new market for works of art so that the bona fide art salons where art collections are exhibited for purchasers and art connoisseurs have discovered a new and formidable rival in the field.

* * *

The introduction of American dress making establishments has aroused as much popular interest and discussion here as in Paris. The claim that American ladies' tailoring establishments have no simon-pure character as such but derive their ideas from Paris is refuted by the popularity of American modes in this city. One may walk along "Unter den Linden" and Leipsiger strasse and in most of the fashionable ladies' tailoring establishment show windows come across the signs "latest American fashion." The popularity of American fashions is due to the large influx of American visitors to Berlin last summer who brought along new styles and which the Berlin lady who wants to be in style made haste to copy. The craze for American fashions is not confined to female apparel but shows itself more distinctly in male apparel. Even in this department the London tailoring establishments which posed as the highest criterions of men's fashions have changed their tactics and now advertise latest models as "American fashions" straight from New York. For every American man and woman visiting Berlin is a walking ad in favor of American fashions, inasmuch as they are by far the most stylishly dressed of all foreign visitors to the German capital. It is not without its humor-

ous side to see how anxious the up-to-date Berlin lady is to pass as an American by copying not only styles but also mannerisms. It is only a matter of regret that most of the "American fashions" are poor German imitations of American models. The large gentlemen's furnishing establishments offer two styles of American hats, for example, one of which is "echt Amerikanish" and the other a German imitation. This is due to the fact that Germans are not accustomed to paying New York prices so that cheap material must be used to reduce the prices to suit the purse of the Berliner. Almost every American firm entering the German market realizes this soon after becoming acquainted with the wants of his patrons. Consequently one sees on every side wholesale imitations of American dresses, millinery, hats, shoes and other wearing apparel. A real Knox derby, for example, will cost 24 Marks while the German imitation Knox may be had for 8 marks or nearly one-third the price. I have often thought what a rushing business would be secured by a genuine American male tailoring establishment with real American tailors and cutters.

The new anti-defacement law passed by the Prussian diet has been in effect now for several months and has so far more than justified its enactment. It applies more particularly to the scenic countries and sights of Prussia, for the Berlin city council has already forbidden defacement of streets or houses with advertising signs. The

excellent results of the prohibition in Berlin recommend its adoption in American cities where little or no heed is paid to artistic harmonies in the outward appearance of the cities. Berlin has become known as the most artistic city of Europe with its maze of statuary, its memorial arches, well kept parks, uniformly built business houses and architecturally handsome dwellings. Compare "Unter den Linden" or the principal business street, Leipziger Strasse, with Broadway in New York, and the verdict must be unhesitatingly in favor of the former. The fashionable residence streets along the famous Thiergarten are wide esplanades with carefully trained rows of shade trees, handsome dwellings which leave nothing wanting from an artistic point of view. Indeed Berlin rightfully earns the title as the most artistic and beautiful city of Europe and this distinction is largely due to the anti-defacement ordinance and the building regulations of the city department of public construction.

C. A.

REASONS ARE TO BE FOUND RIGHT IN THE STORE.

A large number of people go past your doors day after day and never come in. They buy the kind of goods you sell but they buy them somewhere else. There are other people who buy of you year in and year out and never think of going anywhere else. Now, why do they do it? You know just why your present customers find it desirable and profitable to buy of you rather than any competitor. These reasons, if they can hold your present customers, will stop that throng that goes by your door and bring it in.—H. A. Wilber, in *American Advertiser*.

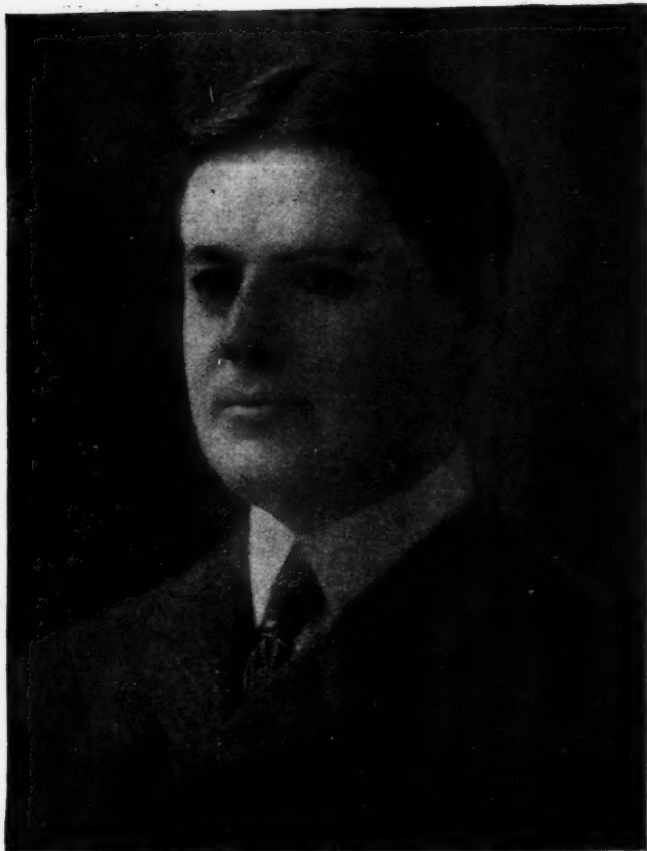
VOLUME.

From January to August THE WASHINGTON EVENING STAR printed an average of 62 columns of advertising a day. This is 24 columns a day more advertising than carried by THE STAR'S nearest daily competitor during the same period.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Tribune Building,
CHICAGO.



FRANK J. CARLISLE,
Manager of the St. Louis *Chronicle*, who has been elected secretary
of the local Publishers' Association.

~~~~~  
**THE "CHRONICLE" EXHIBITS GOOD  
SENSE.**

For many years the *Star*, *Globe-Democrat*, *Republic* and *Post-Dispatch* have had a hard-and-fast combine or trust agreement covering many matters of common interest.

There was one clause in the compact which gave a certain color of insincerity to the deal when advertisers learned of it. This was an agreement among the four not to advertise, anywhere, in any way except by circulars, dodgers and other forms of advertising properly looked upon as heretical by the press of the country at large. Advertisers who noticed this wondered why the newspapers, which derive their main support from advertising, never

practiced what they preached, and the *Chronicle*, with its large and rapidly-growing constituency, would not be a party to such an inconsistent agreement. Nor would the *Westliche Post* and the *Anzeiger*, controlling as they do the vast German-speaking population of St. Louis. Speaking of the matter last May, Charles W. Knapp, of the *Republic*, said:

"We are very anxious to have the *Chronicle* in the association, but cannot admit it unless it will be bound by this agreement as well as all others."

It seems, however, that in some way this determination was weakened, for about two months ago the *Chronicle* was admitted, without giving up its right to advertise.—*The Fourth Estate*.

# Proof of the Worth of Advertisements in the **PITTSBURG PRESS.**

THE JAMES MURTHA CO.,  
Real Estate and Business Broker  
Room 31, 339 Fifth Avenue.  
PITTSBURG, Pa., Sept. 25, 1902.

*Press Publishing Co., City, Pittsburg, Pa.:*

GENTLEMEN—The answers we receive from our advertisements in THE PRESS are far in excess of any other Pittsburg paper or anything we expected.

We had a letter from a gentleman in Central City, Iowa, the other day in reference to a restaurant, and we are pleased to advise you that he came to Pittsburg and closed the deal. The restaurant is located at No. 1105 Carson Street, South Side, and Mr. Harnish took possession last Monday.

**The Press proves its worth as an advertising medium every day.** Yours truly,

THE JAMES MURTHA CO.

NEW YORK, N. Y., Sept. 26, 1902.

*Pubs. Pittsburg Press, Pittsburg, Pa.:*

GENTLEMEN—Inclosed please find stamps in payment of the accompanying advertisement. We were greatly pleased at the results from the one insertion of our ad in THE SUNDAY PRESS. The replies surpassed in quantity and quality those received in answer to similar ads in any two of the New York papers.

Yours truly,

THE AMERICAN WRITERS' INSTITUTE,  
Per R. W.

PAN-AMERICAN MAGICAL AND NOVELTY BAZAR,  
Chas. H. Pohle, Prop.  
486-488 WASHINGTON STREET,  
BUFFALO, N. Y., Sept. 27, 1902.

*Press Publishing Co., Pittsburg, Pa.:*

GENTLEMEN—Inclosed find ad similar to the one I sent you last. I must say the little ad I had in THE SUNDAY PRESS brought me more results than any magazine or daily paper I have ever used. I have tried the largest papers in New York; they cost me five times as much, but no paper brought me the same returns. In fact, we ran out of goods. Yours truly,

CHAS. H. POHLE, Buffalo, N. Y.

C. J. BILLSON, Manager Foreign Advertising Dept.,  
Tribune Building,  
NEW YORK.

Tribune Building,  
CHICAGO.

## POINTERS.

To the man desirous of keeping in touch with the doings of the commercial world around him, it is necessary not only that he keep his eyes open, but also that he think upon what he sees. A walk along a prominent business thoroughfare in any large city may be useful merely as giving some invigorating exercise, or it may be made a liberal education, and this depends upon whether the pedestrian travels with his mind occupied with his own affairs or open to the impressions that it may receive. Eternal vigilance is not only the price of liberty, it is also the price of sound up-to-date business methods. Your own show window is without a doubt the one in which you are most interested and the one that you want to have the most attractive, but it must be remembered that your competitor also has the same object in view and his methods for attaining it are worth your careful consideration, not only that you may get some good ideas, but also that you may learn wherein he is wrong and avoid the same mistake in your own displays. But there is another field open to the student of business methods and while at the present time it is one of the widest, yet the likelihood of even greater developments in it is evident to all, so that it behooves the merchant, be he ever so obscure, or the clerk, though his position be of the humblest, to carefully watch it. It is the advertising columns of the daily and class papers. There is no surer barometer of trade conditions than these same advertisements, there is no indicator of the tendencies of the public taste that is quite so sensitive, nor is there one that the wide-awake business man watches more closely; for it shows him what his neighbor is doing to attract custom, while in his class or trade journals the advertisements give him the latest development in his own field of endeavor. The day is long past for a flamboyant announcement that the goods described below are better and cheaper than they have ever been before or will ever be again. The best form

of advertising would speak of those goods as unusually attractive and if in addition it was claimed that they were low in price as well, the reason for this would be plainly and simply stated. The whole would be set without ostentation, in type larger perhaps than used in the news columns, but with the idea of being artistic and neat, rather than startling and bizarre. The object in this is to convey the idea that the announcement is thoroughly reliable and means exactly what it says. A persistent following of this course, always bearing in mind that the goods are back of the announcements, will result in gaining for the advertiser the most valuable stock in trade that he may possess, the confidence of his customers.

As a matter of fact, advertisements in the daily paper, those that are designed to reach the general reader, are becoming more and more like the news columns in subject matter and in the manner of presentation. To go back to the example of women's hats used previously, an illustration in the modern advertisement would not show the hat alone, but would be a half-tone cut of a model wearing it, just as the same design would be shown were it called for on the woman's page of the same newspaper. But it must not be forgotten that advertising space is valuable, that every inch of it represents so much outlay of money, and all businesses will not permit of the full page display that has been taken for a model in this talk, or anything like it, but the idea is the same be the advertisement large or small. It must be such as to impress upon the mind of the reader that it is in every sense true; that it describes a commodity that is a little above the average for the price asked for it; that the house is ready to stand behind the statements made in its advertising matter and that it is thoroughly reliable.—*The Show Window for October, 1902.*

Don't delude yourself with the idea that there is any element of luck in advertising—while you are waiting for luck to strike you the other fellow with the hustle is rounding up the business.—*White's Sayings.*



**The Sworn  
Average  
Daily  
Circulation  
for  
Month  
of  
September,  
55,693**

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**Lines of  
Advertising  
CARRIED BY  
Twin City Papers  
for SEPTEMBER**

**Minneapolis:**

**Journal—26 issues,  
435,820 lines.**

**Tribune, daily and  
Sunday, 30 issues:  
354,508 lines.**

**Times, daily and Sun-  
day, 30 issues:  
278,432 lines.**

**St. Paul:**

**Dispatch, 26 issues:  
367,444 lines.**

**Pioneer Press, daily  
and Sunday, 30 issues:  
245,168 lines.**

**Globe, daily and Sun-  
day, 30 issues:  
194,040 lines.**

**JOURNAL**

**Canvass of  
1304  
Residences  
SHOWED  
1133**

**Journal Subscribers  
and  
272 Evening Tribunes**

**THE JOURNAL goes  
to 90 per cent of these  
homes, consequently  
all the other dailies  
can only cover 10 per  
cent not already  
reached by THE  
JOURNAL.**

**O  
L  
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S**

**The Journal  
has the  
Home  
Circulation.**

**Nearly all its circula-  
tion is in 5 o'clock edi-  
tion, which goes di-  
rectly to the homes,  
when the family has  
time to read it.**

**C. J. Billson Mgr.  
For Adv  
86-87-88 Trib. Bldg., N. Y  
530 Tribune Bldg., Chi.**

## SYSTEM IN RATE CARDS.

A short time ago, the advertising manager of a large concern sent out notices to about five hundred publications, requesting from each publication a copy of its rate card. The cards arrived, in due course of time, and a motley collection they made. They ranged in size from 2½ by 4 inches to 8 by 11—the size of letter-paper. They were printed on everything from linen paper to cardboard. Some were printed on one side, some on both, and some were folders or booklets. Taken together, they made a most inconvenient bunch of literature to arrange and classify so that they might be of some good to the advertiser. It seems strange, in this progressive era, where time is so valuable, that some move has not been made towards the adoption of a uniform size and style in which rate cards shall be issued. A rate card is intended to give information to the advertiser. That is its sole excuse for existence. It should be as plain and unromantic as a page in the city directory. If the publisher of a newspaper or magazine feels called upon to advertise the merits of his medium, let him choose some other place than the rate card. An advertiser looks at a rate card for one purpose—to find out how much a certain amount of space will cost him for so many issues. The rate card that gives him this information in the least possible time is the best card. He doesn't usually look up the card until he has practically decided to use that medium. He doesn't want to know why that medium is good. He has probably investigated that point already. He simply wants plain, bald, unvarnished information, and he wants it in a hurry.

The ideal rate card should contain the following facts:

Name of publication.

Where published.

How often issued.

Circulation. (Some publishers have peculiar ideas on this point, but a statement is none the less desirable.)

Size of page.

Number of columns to page.

Number of lines to column.

Width of columns (in inches.)

Date when forms close.

Rate per line, per inch, per fraction-of-page and per page, on each class of advertising.

Time discounts.

Space discounts.

A rate card of this kind would be of some practical use, and would lighten the labors of many an advertising man.

This would be, however, but one step in the right direction.

The advantages of the card system have been so forcibly impressed on the business world that they are no longer a subject for argument. Everyone who knows anything knows that information can be classified and handled more conveniently by the use of a card system than in any other known way. Why could it not be possible to inaugurate a movement for the adoption of a rate card of standard size—say 3 by 5 inches, or if this size is too small, then 4 by 6 inches, to be printed on one side only, on a good grade of plain white cardboard? Such a card could be filed in a card index drawer, and a set, containing the information as previously suggested, would, when properly filed, afford the most convenient way imaginable to keep rates on file.

Of course, like all other reforms, the change would not come in a day, but it seems that it might be accomplished by concerted action on the part of the men who spend thousands of dollars every year in advertising space. If a letter were drafted, requesting the publisher of each newspaper and magazine in the United States to adopt this form of card, and this letter were signed by the leading advertisers and the large agencies, who can doubt that it would receive attention? The advantage of such a move would not be all in favor of the advertiser—the publisher would reap the benefit as well.

It can be depended upon that the man who continually lies in his advertising will sooner or later gain a reputation for being an Ananias in private life, if he hasn't it already.—*White's Sayings.*

A few straws of experience in advertising are worth a hay stack of warning and advice.—*White's Sayings.*

There are  
more

**Gambines**

sold every day  
within the  
corporate limits  
of the City of  
Minneapolis  
than all the other  
local English  
daily publications  
combined

*See report of the Associa-  
tion of American Advertisers*

## THE BADGE OF SIN.

In the American Newspaper Directory description of the *Evening Herald*, San Jose, Cal., the publisher has printed four asterisks \*\*\*\* for lo! these many issues. These asterisks indicate that a forfeit of \$100 was paid once upon a time by the publisher of the Directory to some truth-loving, painstaking person who went to the trouble of disproving a detailed, dated, signed circulation statement submitted by the publisher of the *Herald* for the purpose of securing a figure rating in the Directory. When these asterisks were found necessary to an adequate description of the San Jose *Herald* that paper was altogether a bad lot, as subsequent revelations have shown. It was controlled by a corrupt political gang which also controlled the city of San Jose, the county of Santa Clara, and the *Morning Mercury*, the only other daily paper of any consequence published in that locality. This gang was Republican, and eventually became so arrogant and intolerable that two Republican brothers, Messrs. E. A. and H. O. Hayes, owning large property interests in San Jose and a \$250,000 country place in the Santa Clara Valley, determined to purchase the *Herald* and *Mercury* for the purpose of sterilizing the local political situation. These brothers made fortunes in the iron district of Northern Michigan before going to California, and had enough iron in their natures to carry out their plan effectually. The story of how the gang was overthrown and the two newspapers turned into clean, dignified, independent Republican dailies has little more than local interest. When the brothers took charge of their new property and went over the books, however, they found that the actual circulation figures of the *Herald* and *Mercury* had habitually been multiplied by the numeral "2" whenever statements were issued to advertisers or newspaper directories. Furthermore, the methods of the former owners had been such that the new publishers wondered why the numeral "3" would not have been as pretty and appro-

priate a multiplier. Some months after the purchase of the *Herald* the new business manager, Mr. I. E. Bontz, wrote to the publisher of the American Newspaper Directory, notifying him that the *Herald* had changed owners and methods, and asking him whether he thought it just to hold the paper under the ban of the four asterisks earned for it by its former owners. It seemed to Mr. Bontz that a daily paper was a pliable institution, readily taking the character of its publishers. The *Herald* had had a change of heart. Was it not entitled to a change in its rating? This letter was published in PRINTERS' INK for March 6, 1901, and the publisher of the Directory endeavored to answer Mr. Bontz's questions by means of a simile:

In New York City when a man marries a widow from what is known as the "red light" district it does not, as a rule, do him much good to set up that most of her sins were committed during the lifetime of her first husband.

This simile was variously interpreted in San Jose. Some of Mr. Bontz's friends were amazed at learning that he had ever married a Tenderloin widow. Others had suspected it all along, but said nothing. Mr. Bontz himself concluded that the simile was the Directory way of indicating that the four asterisks would be part of the *Herald's* description until the crack of doom. Seemed to be a cynical lot down in New York, anyway, and perhaps, after all, they did give rating in their old Directory according to the area of advertising space one bought. The *Herald* was doing very well on foreign advertising, and so was the *Mercury*, so Mr. Bontz neglected sending in any new and truthful circulation statement, and ceased to bother himself any more about the objectionable four asterisks. Not long ago, however, he had occasion to come to New York, and before leaving home it occurred to him that it might be well to take along correct circulation statements for both the *Herald* and the *Mercury* and see what would happen. These statements, submitted to the publisher of the Directory October 6, 1902, show that the daily averages of the *Herald* and *Mercury* for the past year have been 3,594 and 6,041

(Continued on page 18.)

# ONWARD!

## The Motto of the Scripps - McRae League of Newspapers.

Within a period of 24 months the Scripps-McRae League of newspapers, comprising the Cincinnati *Post*, St. Louis *Chronicle*, the Covington, Ky., *Post* and Cleveland *Press*, has spent \$250,000 in improvements. It is no doubt the largest expenditure by many thousands of dollars on improvements made by any publishing firm in the United States. "Onward!" has been the motto of the Scripps-McRae League of newspapers. The spirit of the movement was taken up by each employee of the concern, and great progress in every way has been the result.

About two years ago fire destroyed a large portion of the St. Louis Chronicle Building. From cellar to roof the structure was smoked and charred, and rendered useless temporarily. From the St. Louis *Globe-Democrat* office the *Chronicle* was issued for 11 days. Great was the handicap, but the plucky management battled with inconveniences and issued its editions just as before. The people of St. Louis marveled at the enterprise thus displayed, and responded in support with a ready hand. In 11 days the Chronicle Building was put in temporary shape for producing its own papers once more. Skill triumphed over disaster, and plans were made for a new building.

In three months a new structure stood on the spot where the flames had laid waste thousands of dollars' worth of property, the entire plant having been practically reconstructed and equipped throughout. The Chronicle Building has a frontage of 50 feet, by 165 feet deep, and is three stories high. The *Chronicle* has four double-decked Potter presses. It can produce 8, 10, 12 and 16-page papers. The press plant in the *Chronicle* office has a capacity of 100,000 8-page papers per hour, and 50,000 10, 12 or 16-page papers per hour.

The past year the Cleveland *Press* mechanical equipment has been entirely renewed. It is one of the best known and most modern in the world. The Press Building was also reconstructed. It has a frontage of 75 feet and a depth of 300 feet. The new printing press equipment of the *Press* consists of four triple-decked Goss presses, and another printing press is to be added within a short time.

The *Press* has the second largest plant owned by any newspaper in Ohio.

In circulation and prestige the Cleveland *Press* is making vast strides, and outstrips the Chicago and Pittsburg papers in the race for business.

Oct. 15 the *Kentucky Post* will dedicate a handsome new building it has just completed. The building and equipment cost \$20,000 and is one of the handsomest and most modern newspaper structures in Kentucky. No other paper in Kentucky outside of Louisville has a circulation half so large as the *Kentucky Post*, and its influence in the State is widely felt. The *Kentucky Post* is the local home paper for Covington, Newport, Ludlow, Dayton, Bellevue, West Covington, Latonia, and Kentucky suburban points, aggregating in population over 100,000 persons. The growth of the *Kentucky Post* has been phenomenal, and it is very popular with its constituency. So rapid has been the growth of the *Kentucky Post* that its staff has been gradually enlarged to meet increased demands in every department. Its advertising capacity is frequently tested to the full limit.

The work of reconstructing the Cincinnati *Post's* plant was begun last spring, and when completed, within a few weeks, this paper will have the largest printing press plant in Ohio, without exception. Five triple-decked Goss presses, of the latest type and pattern, will give the *Post* a capacity to print 120,000 8, 10 or 12-page papers per hour. No other paper in Cleveland or Cincinnati, except the Cleveland *Press*, has more than three similar presses in use. New engines and generators have been installed in the plant, and three auxiliary engines are in readiness for use at any time. Every modern convenience is in use in the physical departments. Hydraulic lifts have been placed under each huge press for handling heavy rolls of paper, and the hydraulic elevators quickly shift the rolls of paper into proper position. Every known appliance that will aid in the rapidity and accuracy of the *Post's* service has been added to the plant. A complete electric lighting plant is maintained by a separate engine. Two immense engines furnish the main power, one being kept simply as an auxiliary in case of accident. New stereotyping machinery has been added, and the circulation department's headquarters, near the pressroom, reconstructed, so as to make it the most convenient and complete in Ohio, if not the entire country. The total cost of the *Post's* new plant far exceeds \$100,000, and it is open at all hours of the day for public inspection. The pressroom is on the ground floor, and is easy of access. The *Post* extends a cordial invitation to the public to visit the *Post's* new plant. The engines and boilers are in the basement, and they comprise one of the most complete power plants in any newspaper office.

respectively. They came too late for insertion in the issue of the Directory just gone to press, but will appear in the edition of April 15, 1903.

Mr. Bontz—who is a candid, iron-gray man—brought along some other statements. He says that the *Herald* and *Mercury* are now valuable newspaper properties, worth in the neighborhood of \$200,000. Santa Clara County is one of the richest districts in the United States. Bare land sells for \$250 and \$300 an acre, and a family can live comfortably on a five-acre ranch—ten acres is opulence. Fruit is the staple, and 120,000,000 pounds of dried prunes were produced last year, to say nothing of apricots, peaches and plums. Labor is in demand, as in all other parts of rural California, and every man Jack who will work can get good wages. San Jose has a population of 30,000, and Santa Clara County 60,000. The assessed valuation of property in the county last year was something over \$50,000,000, or about \$800 per capita. The *Herald* and *Mercury* are delivered by their own bicycle carriers over 600 square miles of territory. Uncle Sam's rural carriers cover the sparsely settled mountain districts, but valley residents will not wait for the mails. Their morning paper must be at the breakfast table. San Francisco is only fifty miles away, with twenty-four trains daily, and its publishers have spent many thousands of dollars in atlases, prizes and solicitors' salaries in the effort to conquer the *Herald* and the *Mercury* field. This expenditure has been nearly ineffectual. The San Francisco dailies are larger, but the San Jose papers print the same Associated Press dispatches, and have local news besides. San Francisco Sunday papers have a large sale, but do not very much influence the Sunday edition of the *Mercury*. Most readers take both San Jose and San Francisco Sunday papers. A new \$20,000 building was occupied in May, a new perfecting press has been ordered, and the Hayes brothers say they will soon issue a Sunday paper called the *Mercury-Herald* that will be as large as the

San Francisco Sunday blanket sheets.

And Mr. Bontz says that he reads PRINTERS' INK regularly every week, and sometimes finds suggestions in the Little Schoolmaster that can be adopted almost bodily, but he values it more for its power to suggest suggestions rather than for specific schemes.

What Mr. Bontz appeared to have more in mind than anything else, at the time of his visit to New York, was to get rid of those four asterisks which always appeared in the Directory attached to the circulation rating of the San Jose *Herald* and which advertisers always seemed to see and to talk about. The paper had passed into new hands, was a different proposition, but the four asterisks still remained and he wanted to have them eliminated or know the reason why. And Mr. Bontz appeared to be such a nice man that the Directory editor wished there was nothing else to do but simply tell the proof reader to dele the objectionable marks. But then it appeared that there were some pretty serious reasons why this should not be done. Investigation showed that the objectionable four asterisks had from time to time been attached to the circulation ratings of twenty-nine different newspapers, although an examination of the latest issue of the Directory only revealed eight cases where they still appeared. Twenty-one papers, therefore, had escaped and the path that had been open to them might possibly be just as available for the *Herald*. A further investigation, however, showed that of the twenty-one, eighteen had courted oblivion by going dead, while the other three had not only changed owners but had changed names as well.

A complete lists of the papers to which the four asterisks were originally attached, at a cost to the publishers of the American Newspaper Directory of \$100 each, is printed below:

#### PAPERS HAVING FOUR ASTERISKS.

##### NOW DEAD.

Atlanta, Ga., Dixie Doctor.  
Crawfordsville, Ind., Argus-News.  
Chicago, Ill., Western Rural and Am. Stockman.  
Charleston, S. C., Sun.

(Continued on page 20.)

# September

in

## St. Paul

During the month of September, 1902, the advertising carried by the St. Paul papers was as follows:

|                |    |               |          |
|----------------|----|---------------|----------|
| Dispatch,      | 26 | issues, 1,193 | columns. |
| Daily News,    | 26 | " 910         | "        |
| Pioneer Press, | 30 | " 796         | "        |
| Globe,         | 30 | " 630         | "        |

During September, 1902, the *Daily News* carried 54,106 lines of foreign advertising, against 11,826 in September, 1901, an increase of 42,280 lines, or over 357 per cent gain. We absolutely guarantee that every line of this advertising was paid for at "rates." I am ready to show you personally every contract we have.

The average daily circulation of the St. Paul *Daily News* for September, 1902, was 31,422 against 25,845 in September, 1901, an increase of 5,577.

The price of advertising in the St. Paul *Daily News* is the same as it was a year ago—that is, five cents per line.

Our new four deck Goss press was shipped Monday of this week, and will be installed in about two weeks, as soon as our new building is ready. We have been cramped for months by lack of press facilities.

The St. Paul *Daily News* has never taken a backward step. It stands to-day second only in its field.

### FOREIGN ADVERTISING DEPARTMENT

B. D. BUTLER, MANAGER.

705 BOYCE BLDG., CHICAGO.

52 TRIBUNE BLDG., NEW YORK.

CHAS. D. BERTOLET.

JAS. F. ANTISDEL.

## NOW DEAD.

Joliet, Ill., Times.  
 Los Angeles, Cal., Family Ledger.  
 Milwaukee, Wis., Skandinavisk Tribune.  
 Muskogee, Ind. Ter., Our Brother in Red.  
 Montfort, Wis., Monitor.  
 Prospect, Ohio, Advance.  
 St. Louis, Mo., St. Louis Magazine.  
 Topeka, Kans., Saturday Evening Lance.  
 Williamsburg, Kans., Sunflower.  
 Weir City, Kans., Journal.

## CHANGED OWNERS.

Creede, Colo., Candle.  
 Lincoln, Neb., Evening News.  
 Monon, Ind., News.  
 San Bernardino, Cal., Sun (daily).  
 San Jose, Cal., Herald (daily).  
 Waukegan, Ill., Gazette.  
 Detroit, Mich., Harper Hospital Bulletin.

## CHANGED OWNERS AND NAMES.

St. Louis, Mo., Anzeiger des Westens.  
 San Francisco, Cal., Morning Call.  
 Seattle, Wash., Times-Press.

## CHANGED NAME.

New Orleans, La., Morning Star & Catholic Mess'r.

## SAME OWNERS, SAME NAME.

Omaha, Neb., Bee.  
 Omaha, Neb., Svenska Journalen.  
 Minneapolis, Minn., Farm, Stock and Home.  
 Topeka, Kans., Western Poultry Breeder.

In the three cases where new owners and a new name were shown, and a disposition exhibited to tell the truth henceforth, the asterisks were omitted. But for a change of owners only the Directory editor has not yet seen his way clear to remove the badge of sin. Where no change of name or ownership has taken place it appears only just that the asterisks shall remain and put advertisers on their guard.

## IS THAT SO?

NEW YORK, Oct. 22, 1902.

Editor of PRINTERS' INK:

I have read with considerable interest your brief editorial in your issue of the 15th inst., in which you state the Associated Press is the greatest news-gathering corporation in the world, and that to publish a great daily without its service, becomes virtually an impossibility. You also take occasion to say that there are two or more similar concerns who furnish a news service, but they are generally reported as being auxiliaries. Granting that you were sincere when you wrote this editorial, let me say that the Publishers' Press, in conjunction with the Scripps McRae Press Association of the West, are now furnishing a telegraph and cable report between 300 and 400 newspapers, and if you will take the trouble to glance over the inclosed list, you will see that it is not absolutely necessary for a great newspaper to have the Associated Press service, but that a great many very successful newspapers are being issued and are depending upon this association for their news supply. While we admit that the Associated Press is probably the largest news gathering association in the world, we do not admit that they are the greatest. Believing that you're not disposed to do us an injustice I have taken occasion to call your attention to this matter. Yours truly,

PUBLISHERS' PRESS,  
 J. B. Shale, President.

## PROMPTLY ACCEDED TO.

HARTFORD, Conn., Oct. 21, 1902.

Publishers of American Newspaper Directory:

I wish you would give each newspaper circulation in figures and for the publisher who will not give it make a plain statement, "Could not ascertain."

E. B. DILLINGHAM,

Advertising Agent, 709 Main street.

Mr. Dillingham's suggestion was promptly adopted. In fact had been acted upon for years. On the first outside cover of the Directory, in gold letters, Mr. Dillingham will find, within a gold border, these words: "Letter ratings are given only to papers that will not or do not furnish information upon which an exact and definite rating can be based."

## A PECULIAR CONDITION.

CHICAGO, Oct. 18, 1902.

Editor of PRINTERS' INK:

I do not think the article on page twenty-eight of PRINTERS' INK for Oct. 15th does us justice.

Last year the mail order mediums generally were in a peculiar condition owing to the action of the postoffice department, and we took occasion to make contracts with the guarantee that they would send out the circulations stated or refund pro rata in case they were not able to send out the full editions, and this was the object we had in sending out the blank referred to.

Our circulation ratings are based on the first six months of the year, as we issue our Directory on Oct. 1st.

Very truly,

CHAS. H. FULLER, Pres.,  
 Chas. H. Fuller's Advertising Agency.

## A WELL KNOWN EXCUSE ILLUSTRATED.



A DELAY ON THE BRIDGE.



# Printers' Ink

## Special Issue

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**NOVEMBER 12, 1902**  
**Press-Day November 5, 1902** 

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To over **18,000** banks and bankers in the United States for the purpose to invite them to become subscribers to the

### **Little Schoolmaster in the Art of Advertising**

This issue, added to the regular edition, thus making a grand total of over **35,000** copies, especially recommends itself as an advertising medium to

1. Banks in commercial centers who are desirous to obtain accounts and deposits of smaller country banks.
2. To manufacturers of labor saving office devices, filing and accounting systems, typewriters, comptometers, office furniture, designers, printers, engravers and makers of practical advertising novelties.
3. To expert publicity writers, such as have knowledge and experience in planning and writing bank advertising literature. Bank advertising and "banking by mail" is rapidly coming forward and being developed into a distinct branch of profitable publicity.

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For the above stated parties there is no better and no more economical opportunity to reach the right people at the right time than this special issue.

It will embrace all the noteworthy features of bank advertising to date. It is endeavored to make it so interesting and so practical as to compel the close attention of the people to which the issue goes forth.

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**ADVERTISING RATES.**—One page, \$100; half page, \$50; quarter page, \$25; smaller spaces, pro rata. Preferred position, if granted, 25 per cent extra. Classified columns, 25 cents per line; small display, 50 cents per line. A cash discount of 5 per cent may be deducted if the money is sent with the copy. The latter must be received at this office on or before November 5th, 1902.

Address **PRINTERS' INK, 10 SPRUCE STREET, NEW YORK.**

## ADVERTISING A "PRINT SHOP."

The following statement appeared in **PRINTERS' INK** of September 10, forming part of a letter from Clark & Zugalla, printers and paper dealers, 88 Gold street, New York:

The writer personally solicited printing for eight years, but about nine years ago, after studying **PRINTERS' INK** for a few months, decided that better and more economical solicitation could be done by advertising. Now, with an advertising appropriation of about \$1,000 per year, we can sit here and hammer hell out of a prospective line of customers, with such results that we are probably the best known printers in the city.

"Rather a strong statement?" said Mr. Edmund Clark to one of the Little Schoolmaster's young journalists. "Why, no—not at all. I really believe that we are the best known printers in New York City—not because we're the biggest, nor the best, necessarily, but because we do good work at average prices, treat customers well, and advertise. Above all, because we advertise. Master craftsmen like Theodore L. DeVinne outshine us in reputation, perhaps, but with the exception of Cash & Stiles, who also advertise, we are the only firm to let business men know that it is alive and on earth.

"Methods? Oh, the simplest—and all directly traceable to **PRINTERS' INK** in the main. I may be a trifle extravagant in my praise, but state only the truth when I say that the Little Schoolmaster has helped us grow from a small plant to one employing sixty people, with six cylinders and eight small presses. I began business twenty years ago with \$500, and until nine years ago followed the old plan of soliciting work. Then I saw the wisdom of the Little Schoolmaster's teachings and began to apply them, and since then the place has grown very rapidly indeed. Our methods are not complex, nor particularly novel. We simply tell business men who we are, where we are, what we have to offer and what we charge for it. That's all. In fact, that's enough. With the exception of our little four-line classified ad in **PRINTERS' INK** we use no publications. This ad offers 5,000 multiplate process letter heads for

\$8, and brings us good returns. The odd thing about it, though, is that it brings us very few orders for letter heads. It works much like the window card of a printer in Chicago of whom I heard not long ago. He had been competing with cut rate printers who furnished a thousand business cards for sixty cents. You can imagine the quality of cards and work. He refused to furnish cards at this price, but when people came in and found that he would not compete they went to the cut rate fellows. Finally, in desperation, he put a sign in his window offering cards at the cut price. That sign has been there a year, and has brought him several hundred inquiries for those cheap cards, yet in that period he has furnished only two orders for people who would take nothing else. When anyone comes in to look at cards he shows the sixty cent quality first, then something at a dollar, a dollar and a half, two dollars and so on. In nearly every case the advantage of good printing at a fair price is made apparent by this object lesson. On the same principle our ad brings some orders for letter heads, but sends us many customers who come because they are assured of finding other prices in proportion. We win them over by giving good work and fair treatment.

"Literature is our chief medium. We keep two separate mail lists. The first is made up of about 3,500 business and professional men in New York, taken from the city directory. Formerly we tried to cover New Jersey and Connecticut, but we found through experience that this was not profitable territory. This list is made up of people whom we think ought to be our customers, and we send them a package of literature and samples every six weeks. The first consists of steady customers, and we send them something about twice a year. The second is made up of patrons from whom we think that we ought to have more business. They get something about four times a year, usually an order for desk pads or some other useful article. This literature going out constantly to carefully selected lists makes a fine impression, for we

have almost no competition. But if there were twenty printers doing the same thing it would not hurt us so long as our matter was attractive. Our mail matter has given us a reputation all over the city. Frequently I mention the firm name to business men whom I have never seen before, and they say, 'Why, yes, I've heard of you.' And we always trace these results directly to our literature. We are believers in samples and prices. Pretty folders or booklets containing hackneyed generalities about good printing bringing business are not strong enough, and they've been overdone. We go further, taking advantage of our commodity. There is one fact I have never seen pointed out—that the printer can submit samples of his goods more cheaply than anyone who has things to sell. A furniture manufacturer, for example, would be overjoyed if he could send each prospective customer a chair with a price tag attached. The printer can mail samples of a whole outfit of office stationery for a penny, putting the actual commodity before prospective customers. When you have a reader interested it is the plainest good sense to show goods, therefore we send plenty of samples with plainly printed prices. Not bargain prices, but just fair average rates for good work. Office stationery is sent, as a rule. Sometimes we select a list of real estate dealers or business men in other lines and send samples of printing pertaining to their business. Here is a real estate package containing leases, blanks, receipts and special stationery, all done for real estate firms well known in New York. This method of mailing special matter to special classes is capable of further development. Desk pads are excellent ads for printers, but should not be given out indiscriminately. We send blank orders for a dozen pads, delivering them when the recipient sends for them by messenger. In this way we can tell when our literature is being read. The man who signs the blank and sends for the pads has us in mind, and when he gets ready to give us an order he has our address before him. We also send a little slip of testimonials.

This may seem a queer form of advertising for a printer, but we find it effective. The slip is called 'As Others See Us,' and bears a half-dozen brief letters from customers testifying to their satisfaction. Above all things we are sticklers for the 'square deal.' That is, we never promise work unless we can deliver it on time, thus closing one great source of dissatisfaction and loss of business in the average printing office, and we do good work—not fancy work so much as tasteful commercial printing. We try to have everything right, and if there are errors or dissatisfaction we make no bones about doing the job over again. Our 'square deal' principles have direct re-action upon our employees. They take pride in the reputation of a firm that has principles, and put principle into their work. We have an esprit de corps here that comes from our golden rule methods, and our people can turn out more work in an emergency than the force in the average printing office.

"We do very little soliciting because we find it unnecessary. One of our office men answers inquiries and figures on jobs, but he is inside the greater part of the time. It is becoming more and more difficult to get capable solicitors, and even when they are to be had they cost so much more than advertising. Our publicity also enables us to solicit stationery and small work that is more profitable than large runs, and many of the orders would not justify personal solicitation. When I think how little advertising costs compared with the old method I wonder that more printers do not follow our example. And let me say again that we think a whole lot of PRINTERS' INK over here. I can't say that I get ready-made ideas from it, but it furnishes the best sort of inspiration for adwriting. After reading a number I can sit down and turn out literature that goes straight to the mark. I don't believe that I could get along without it."

The characteristics of Clark & Zugalla's literature are brevity, simplicity, common sense and the "different" quality that carries conviction. Some of the matter sent

out lately ought to be instructive to other printers:

One million and a half of envelopes seem a lot, but that's about what we keep on hand all the time. We can fill an order for fifty thousand envelopes in any of the standard sizes and qualities in less than twenty-four hours—printed. There is a satisfaction, too, in ordering envelopes and printing here—a knowledge that you will get the very most for your money that can be furnished. We try to see how much we can give a man, not how little. We plan to save for a customer, not to spend his money recklessly.

Here we have a sample of a bond paper not made right. The quality is good, but it was made when the water was too low, and shows specks when held to the light. Could not be used as standard paper, and was sent to us to sell at forty cents for five hundred sheets—in ten ream lots at thirty-six cents, or twenty-five ream lots at thirty-four cents. Cannot afford to deliver less than ten reams—if you want less you'll have to send for it. If you know anything about quality and prices of paper you can see that this was intended for a good grade—that it is strong and snappy. If you are not up on paper test this sheet by tearing slowly from the edge. Note the strength. That's linen!

This is a sample of a letter head we printed for Mr. Switzer. It is an engraving, but not so expensive as it looks. In the first place, we pay half the cost of making the engraving provided the plate is left here permanently. In the second place, we have in stock such words as "Real Estate," "New York" and other lines often used. Do you not think it much nicer than type work?

Sample of Clark & Zugalla's "Eureka" linen envelope. We call it "Eureka" because at last we are able to put on the market a strong, good-looking linen envelope that we can sell below competition.

For over twenty years we have been working to make a name that would stand for "good printing and low prices," with the result that we are today the best known printers in New York. If you call you are pretty sure to find one member of the firm to wait upon you, or if you send you can depend upon having the work done understandingly. No order is too small to have our personal careful oversight. Incompetency is an unknown element in this printery. Try us with the next printing you need. Let us have an opportunity to show you that our business policy is the golden rule of treating customers "square."

THE average wide-awake merchant is always on the alert for trade winners, and nothing is easier for him than to push articles which have already met with public approval. Well-advertised articles are naturally the ones upon which the public has set the seal of approval.—*Progressive Advertiser.*

THERE are plenty of advertising mediums which give an ad about as much publicity as though it were painted on water at the bottom of a ninety-foot well.—*White's Sayings.*

THERE is sometimes much wisdom in not letting a man buy the kind of advertising he wants—many a man who thought himself a genius has blamed his friends for his freak actions.—*White's Sayings.*

A GOOD ad not only well advertises the goods to be sold, but also reflects credit and upholds the fame of the man who composes it.—*White's Sayings.*

## Another Message for your Young Friend

In the issue for October 8, 1902, a now successful advertising manager tells of the influence which PRINTERS' INK had in determining his future career. He relates how the reading and study of the paper fitted him from the position of an insignificant collector of a country store to the one of a high-salaried specialist in publicity.

## An inspiring Story it is

For all young men who are willing to listen to it. It is only one of many, but it is a particularly striking one. PRINTERS' INK not only kindled in him the ambition to be somebody, but it also showed him the way. PRINTERS' INK has done more actual, tangible promoting for young men in practical business life than any other publication in existence. PRINTERS' INK does no idle boasting—it can call the roll.

## Tell your Son, Your Clerks

To read and study it. If he likes the paper it's an indication of a deeper business ability, which is worth while to be brought to the surface, both for him and yourself.

PRINTERS' INK is published every Wednesday, and is for sale for ten cents a copy on every news-stand in Manhattan Borough.

**\$5 now! \$10 then!!**

Advertisers and others are privileged to buy the October (1902) issue of the American Newspaper Directory for \$5 if ordered and paid for before January 1, 1903.

Advertisers and others are privileged to subscribe for the April (1903) issue of the American Newspaper Directory for \$5 if ordered and paid for before January 1.

After January 1 the subscription price of the American Newspaper Directory will be \$10 net.

Address orders (inclosing price) to  
Geo. P. Rowell & Co., Publishers The  
AMERICAN NEWSPAPER DIRECTORY,  
No. 10 Spruce Street,  
New York.

## A LITTLE VOLUME OF PERTINENT POINTS.

"As Daniel Webster said—  
'Here are the goods;  
Look at them.'"

A really clever person named W. N. Aubuchon, living in St. Louis and transacting affairs at 701 Spruce street, that city, has been at some pains to write and publish a terse little book entitled "The Piccolo Paragraphs." This book is a collection of "pertinent points for traveling salesmen," and contains perhaps a half-dozen galleys of breviter advice for clerks, salesmen, adwriters, shop-keepers or any other mortals of the few millions and odd who have goods of any sort to offer the public. The title is explained by the story of a piccolo-player who took part in a band concern out West. Some newly-made mining millionaires in the audience were so impressed with the music that they invited the bandsmen out to "have something," and, after they had it, proceeded to fill their instruments with gold eagles. "And there I was with a piccolo," is the wail of the piccolo-player. Mr. Aubuchon then goes on to show that it doesn't pay to tootle the piccolo in the grand concert of business. You must go in for the tuba or the bass-drum. His pertinent paragraphs preach a sort of mental science that can be applied to salesmanship. You must not only believe that it is possible to sell your goods, no matter what the conditions, but that it is wholly impossible for you not to sell them. The good salesman and adwriter work according to Emerson's prescription, that "Not he is great who can alter matter, but he who can alter my state of mind."

"An unsuccessful salesman is a piccolo player in the concert-band of business. He is constantly finding trouble in the conditions. The difficulty is not a lack of trade opportunities; it is a matter of looking at things from the proper standpoint. In order to do good work on others a salesman's mental condition must be good, and his first effort every morning should be to place himself in the right attitude of mind before he begins work. Every salesman of experience knows that he has had days when everything seemed bright and everybody wanted to buy from him; but does he realize that the secret lay largely in his own condition, and not so much

in that of others? A salesman should never magnify trouble; on investigation he usually finds that the difficulty is not so great as he thought it. He should never misrepresent his goods; truth is a mighty force, and if used with skill will accomplish more than falsehood. Nine times in ten a customer is ready to say 'No' when he is asked to buy. It is a good plan to interest a customer in yourself or your goods before you propose a sale. It is sometimes said that there is to-day no friendship in business; there is just as much as ever; the only difference is that there are more friends. If you want to make a man your friend get him to do some small favor for you; he will think more of you than if you had placed him under an obligation by doing something for him. A good salesman can sell anything he wants to sell; he should want to sell anything his house asks him to sell. If he decides at first sight that certain goods will not sell he is assuming that his judgment is better than the judgment of all his customers. A salesman should not disdain stage effect; he is a player on the stage of business; manoeuvres calculated to produce good impressions are valuable adjuncts to his art. Advertising pays, and the better the advertisement the better the investment; a salesman is an expensive advertisement, and it lies in him to demonstrate that he is the best."

Substitute the word "adwriter" for that of "salesman" in almost any of Mr. Aubuchon's paragraphs and it will convey advice patent to readers of the Little Schoolmaster. The booklet is a newer "Poor Richard's Almanac." Its chief purpose is that of a testament for the perusal of salesmen, and for this purpose it is sold to employers, being published in the belief that printed advice is impersonal, and not likely to offend or humiliate or discourage the man who needs a bit of a suggestion. Hardly anyone who sends Mr. Aubuchon a dime for a copy will have reason to regret his investment, however, for hardly so succinct a dime's worth has come into the open market since the last purple moon.

## PERISTENCY AND PERSONALITY ALWAYS WIN.

In going along the street the first newsboy will offer you a paper and keep in front of you a second or so, insisting that you buy. You refuse, but before you get to the next boy you find that you really did want a paper, and you get one. Is that hypnotic suggestion?

The newsboy does not know you and you do not know him; he hails you with, "What paper do you want this evening?" That carries an implied compliment that you are one of his regular customers; and you buy from him. Vanity, vanity!—Chat.



sep 13-02

Send me a copy  
of "Printers Ink" for  
which find such  
succ. & postage  
address in strong  
wrapper to

#### SOUTH SEA SUBSCRIBERS SOUGHT.

##### ADVERTISING FOR FARMERS.

Undoubtedly the farmer is entirely too modest in setting forth the merits of the wares he has for sale. From experience and observation I am convinced that it is just as profitable for the farmer to advertise as it is for any other business man.

I know a farmer who is very particular to have the cleanest and finest seed wheat, and a little local advertising took all his wheat at nearly double market prices. I know others who have just as fine wheat but they hide their light under a bushel and sell their wheat at the warehouse. First class products command a premium at all times and it pays to find the people who appreciate the best and are willing to pay the premium. Some people excel in the production of fine butter, fine potatoes, fine pork, fine fruit. When I started making butter I found plenty of buyers who wanted good butter, but they would say, "I've tried so often to get good butter and was disappointed again and again

so that I am almost afraid to try a new man, but the last we got four days ago is so 'strong' we can hardly eat it." or something like it. I would hand them my business card and a neat circular, also called their attention to the fact that my autograph signature was stamped on every print and that if kept in a cool, clean place if it would not keep good and sweet for two weeks I would buy it back at a profit to them. I also had a neat booklet printed in which I stated a lot of facts about buttermaking and tried my best to convince butter eaters that my butter was A1 and then I made it of such a quality that it proved the truth of my statements. I freely distributed this printed matter and in a short time the demand was quite beyond my capacity to supply and of course if there is a good demand we can easily command a satisfactory price. Give your farm an appropriate name and use a rubber stamp freely on all commodities sold.—L. W. Lighty, in *National Stockman and Farmer*.



## WHAT IT DOES AND WHAT IT CANNOT DO.

There are few things that advertising can't do, no matter how good it may be, or how wisely placed. It can't restore health and strength to a broken-down business that's drawing its last breath and hasn't enough vitality to take any nourishment. It can't sell enough of a poor article to make it profitable in the long run. It can't sell very much of a good thing if an equally good and well-advertised thing of the same kind is sold at a lower price. And it can't do the most good anyhow unless it is pretty good itself—unless there's real thought and method in it—business arguments, interesting details, facts.

There are a few things that advertising can and will do—that it is doing right along for those who know how to use it. Advertising of the right sort will help any legitimate business under Heaven that deserves help. Backed by the right goods and prices it will do more to build up a business than any other one force known to the business world. Under its influence the small business will grow in that easy, continuous way that pays after a while and booms are dead and forgotten. It widens and expands the big business along safe, sure lines. It will pull many a business out of the hole when it's a matter of finding a wider market for a good thing and finding it promptly. All this and more advertising has done, and is doing and will do.—*American Machinist Mailing Card.*

## 1802 AND 1902.

It is not without profit to recall now and again some of the changes that have occurred in our country during the past century. In 1800 its population was 5,308,483, about the same as that of Illinois in 1900. The population of the State of New York has increased, between 1800 and 1900, from 589,000 to 7,268,009. The centre of population of the United States was in 1800 near Baltimore, it is now far to the west in Ohio. To journey from Philadelphia to Pittsburgh in 1800 required three weeks; the trip is now made in eight hours. In 1800 the area of the country was 909,659 square miles; in 1900 it was 3,846,595. The Government employed at the beginning of the century about 1,400 civil servants; it now controls more than 250,000. In the 100 years, 1800-1900, the number of postoffices has increased from 900 to 77,000, their annual receipts from \$320,000 to \$102,354,579, their letters from 2,900,000 to 3,309,754,607 (besides 587,815,250 postal cards). In 1800 the revenues of the country were \$10,808,745 (\$2.04 per capita) and its expenditures \$7,411,370 (\$1.40 per capita); in 1900 the expenditure was \$487,713,792 (\$1.39 per capita). The exports were in 1800, \$70,971,780; in 1900, \$1,598,407,141. The wealth of the country at the beginning of the century was \$1,800,000,000; in 1900 it was about \$94,000,000,000. The value of the products of industry in 1800 was practically zero; in 1850 it was \$1,029,106,795; in 1900, \$18,222,576,939. Finally it is worth remembering that when the mint was opened at Philadelphia a quantity of copper was imported from Europe to be coined into cents.—*New York Sun.*

## NEW PHASE OF THE SUBSTITUTION QUESTION.

In the case of *West vs. Emanuel* (198 Pa. 180, 47 Atl. Rep. 965), a decision was rendered by the Supreme Court of Pennsylvania which is of interest to druggists in particular and to other vendors incidentally. The facts of the case were that plaintiff's daughter was suffering from a headache and went to the store of the defendant, a druggist, and asked for and obtained a "Kohler Headache Powder." Returning home, she took the powder and died from its effects. The court held that since she had called for a specific and defined article, and received it, there was no implied warranty of fitness for the intended use on the part of the druggist. Where the druggist is himself the manufacturer of the article, and puts in harmful drugs, their sale would be at his risk. In other words, if he had sold her something "just as good" and she had died from it, he would have had to face the consequences.—*Fame.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

WANTED—Position as adwr'r or adv. mgr. by student PRINTERS' INK. "R." Printers' Ink.

WANTED—Position as news'r man, assistant to editor preferred. "R." Printers' Ink.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—A man competent to assume the position of advertising manager on a daily of 10,000 circulation in a town of 50,000. Address "523," care Printers' Ink.

WANTED—Splendid all-round newspaper man, 15 years' experience, wants good position. Might make small investment. "E. D. F." 864 Home Ave., Grand Rapids, Mich.

WANTED—A growing magazine without a rival in its field, wants hustling advertising representative in all leading cities. Address "H. M. S.," care Printers' Ink.

YOUNG man, 23 years of age, possessing energy and experience, at present advertising for large retail business, wishes to change. Address "ENERGY," care Printers' Ink.

WANTED—Position as manager or editor of daily in town of about 30,000. Printer, liberally educated, sober, steady, industrious. Experienced business and newspaper man. "DION," care Printers' Ink.

## AN ADVERTISER.

A who thoroughly understands advertising patent medicine and has money can learn of an opportunity of many lifetimes by addressing "K. J. B.," care Printers' Ink.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. THE IMMINION COMPANY, Dept. D, Chicago.

WANTED—First-class advertising writer, not over 35 years old. Must be a hustler and all round advertising man, full of new ideas and with good habits—will have to travel some. State references, experience, salary expected, etc. A place for a man with brains. Address "R. F.," Printers' Ink, 10 Spruce St., N. Y. City.



**TO NEWSPAPER PUBLISHERS**—I have a holiday advertising plan for newspaper publishers that I have operated with great success and enormous profit for two consecutive years. Paid several times regular display rates. Large advertisers paid extra for choice positions and took large space, from \$20 down. Many "small" men, who advertise at no other time, took \$1 spaces. Will send description of plan on receipt of \$1. Express money order. No stamps. References on request. F. PROBANDT, 174 Harris Avenue, San Angelo, Texas; associate editor Press, correspondent Houston Post, St. Louis Republic, Chicago American, etc.

**FOR SALE.**

**THE CHARLOTTE NEWS AND TIMES-DEMOCRAT** have the largest circulations in the best city and county in North Carolina.

**YOU** can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertising than any other North Carolina daily.

**SPACE** for sale in every issue of **FACTS AND FICTION** at 50c. per line. Circulation 75,000 monthly. It pulls results that pay. **FACTS AND FICTION**, Chicago.

**FOR SALE**—Good book bindery in town of 50,000 inhabitants. Most of machinery is new, with power. Will sell at bargain if sold before first of year. Good reason for selling. Inquire **BINGTON BOOK BINDERY**, 45 Court St., Binghamton, N. Y.

**FOR SALE**—Newspaper and job power plant in New York State. Only paper in town of 4,500 inhabitants. Rare opportunity for enterprise. Official county and village paper. Must be sold soon. Address

"D," Room 1704, 20 Broad St., New York.

**PRINTERS.**

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

**A SMALL SPACE WELL USED**  
How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

**PRINTERS' INK PRESS.**

10 Spruce St., New York.

**ADVERTISING MEDIA.**

**TRIAL** inch ad, 6 mos., 50c.; 30 words, 25c. 12,000. **INLAND REVIEW**, Akron, O.

**MODERN MEXICO** covers Mexico thoroughly. New York Office, 116 Nassau St.

**25 CENTS** per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

**40 WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

**POPULATION**, city of Brockton, Mass., 40,063. The Brockton **ENTERPRISE** covers the city.

**TOWN TALK**, semi-weekly, Ashland, Oregon; is the country paper that brings results. Circulation 2,500.

**35 WORDS**, one month, 35c., classified column. **35** Circulation 75,000. **FACTS AND FICTION**, 334 Dearborn St., Chicago.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**TRADE PRESS LIST**, Boston, shows through its compiled lists the trade publications of the world, under specific headings. A most valuable office reference.

**10,000 PREACHERS** every month in about 7,000 towns & cities reached by (rates reasonable) **CURRENT ANECDOTES**, Cleveland, O.

**REPUBLICAN AND HERALD** (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

**ADVERTISERS' GUIDE**, Newmarket, N. J.—A Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nation, statements and 24th. A postal card request will bring sample.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**\$10** will pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application.

**THE YOUNGSTOWN, O., VINDICATOR**, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation, statements and rates for space of **LA CROIX & MAXWELL**, Nassau Beekman Bldg., N. Y. City.

**THE NATIONAL FARMER AND STOCK GROWER** is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Recent editions have ranged from 75,000 to 85,000 copies, and each edition in 1903 is guaranteed to be 100,000 copies or more. For advertising rates address any up-to-date agency, or the Publisher, **PHILIP H. HALE**, 416 Granite Bldg., St. Louis, Mo.

**SUPPLIES.**

**W. D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

**TO LET.**

**TWO LET**—Three offices at No. 10 Spruce St. Rent, \$600, \$300, \$100, respectively. Apply to **GEO. F. ROWELL & CO.**, owners, on the premises.

**FOLLOW-UP SYSTEMS.**

**PRINTED** matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

**ILLUSTRATORS AND ILLUSTRATIONS.**

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**ADDRESSES AND ADDRESSING.**

**3,000** FRESH names and addresses \$1. Samples free. **F. C. VICTOR**, Indianapolis, Ind.

**2,000** ADDRESSSED envelopes, typewritten, addresses taken from Pittsburgh Blue Book, \$2.50 per M. including envelope; same addresses on your own envelopes, postal cards or wrappers; a cheap and unsurpassed list for circularizing. **F. W. PICKFORD**, Pittsburgh, Pa.

**PREMIUMS.**

**MURAT HALSTEAD'S** books have had remarkable sales. Over 6,000,000 sold in 5 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfactory prices. **THE DOMINION CO.**, Dept. D, Chicago.

**RELIABLE** goods are trade builders. Thousands of illustrated suggestions suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue, published annually since 1878, free. **S. F. MYERS CO.**, 45-55-57 Maiden Lane, N. Y.

**EXCHANGE.**

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## CAPS.

**DANBURY HAT CO., N. Y.**  
Caps quick—any ad embroidered on.

## TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.**  
Sample copy 10 cents, New York City.

## PRINTERS' MACHINERY.

**WE BUY, SELL OR EXCHANGE**  
Printers' machinery, material and supplies.  
Type from all foundries.  
Estimates cheerfully furnished.  
Quality above price.  
**CONNER, FENDLER & CO., N. Y. City.**

## COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing.  
**THE COIN WRAPPER CO., Detroit, Mich.**

## BONDS AND STOCK CERTIFICATES.

**WE** carry in stock lithographed Bonds and Stock Certificates partly completed, which may be finished by type printing in a short time, and at low cost. Send for samples. **ALBERT B. KING & CO., 106 William St., New York.**

## HALF-TONES.

**GOOD** half-tone. **STANDARD, 61 Ann St., N. Y.**  
Each new order means a new customer.

**PERFECT** copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

**HALF-TONES** for newspapers, coarse screens, extra deep, single col., \$1; double, \$1.50. Send the cash, we deliver. **GRANT ENGRAVING CO., 112-114 North Ninth St., Philadelphia, Pa.**

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **V. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.**

## CALENDARS.

**MOST** artistic line of advertising calendars ever offered. Write for price list.

**BASSETT & BUTPHIN,**  
45 Beekman St., New York City.

## ADVERTISING NOVELTIES.

**ALL KINDS.** Get our catalogue "C" and save money. **ADV. NOVELTY CO., Chicago.**

**DESK CLOCKS**, bronze letter openers, thermometers, etc. **H. D. PHELPS, Ansonia, Ct.**

**"C-UM-DROP"**—cheap and clever, a new novelty. Sample 10c. **DOWDELL BROS., Valparaiso, Ind.**

**ADVERTISING BUTTONS** for newspapers and merchants. Every ad sure of good display; special position, top column. Circulation enormous. Write for prices (they're cheap). **ST. LOUIS BUTTON CO., 630 N. Broadway, St. Louis, Mo.**

## BOOKS.

**DEPARTMENT STORE DIRECTORY.**  
\$1 postpaid. 223 Broadway, New York.

**WHY** puzzle your brain writing ads when our book, "1,500 Meaty Mottoes," almost does it for you! A veritable storehouse of clever sayings, catchy headings and breezy bits of trade talk. Suitable for any business. Price one dollar. **DEBEAK PUB. CO., 2100 Calow Ave., Baltimore, Md.**

**MAKING A COUNTRY NEWSPAPER**—Text-book for newspaper makers. Nothing is taught in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily, law; how to make a newsman and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY, 324 Dearborn St., Chicago.**

## ADDRESSES FOR SALE.

**AGENTS' names, alive and fresh, \$5 per M.**  
**RAY S. LOOSE, Lebanon, Pa.**

## BUSINESS STATIONERY.

**HIGH-GRADE** stationery for professional people and business houses in our line. Sample and estimates on request. **REPORTER-JOURNAL PRINTING CO., Towanda, Pa.**

## MISCELLANEOUS.

**EDITORS**, we send steel composing rule on receipt of marked copy containing following local: "Carpenters or farmers can get our self-setting plane of us, on trial, if local dealers don't keep it. **GAGE TOOL CO., Vineland, N. J.**"

## FOREIGN ADVERTISING.

**ADS** placed in foreign, especially German, trade journals. **HOFFMAN, 529 W. Houston St., N. Y.**

## UNUSUAL DEPARTMENT STORE OPPORTUNITY.

**WE** offer for sale the real estate, stock, good will and fixtures of the largest, oldest established and most profitable department store business in the southern section of Philadelphia. Been in operation for 50 years. The present building is a four-story modern structure, erected especially for the business and equipped with steam heat, passenger elevator and modern appliances generally. Arrangements of the most satisfactory character will be made with a desirable applicant. The business is susceptible of great development, and is well worth a careful examination.  
**FELIX ISMAN,**  
604-606 Chestnut St., Philadelphia, Pa.

## ADVERTISEMENT CONSTRUCTORS.

**THANKSGIVING** and Holiday cuts for all retail lines. State business for particulars. **THE ART LEAGUE, New York.**

**WRITE** advertisements in correct English, 30 Lessons in Correct English, by mail, \$3; first five, \$1. **GOOD ENGLISH CO., Newton, Mass.**

**HENRY FERRIS,** his [H] mark.  
918-920 Drexel Building, Philadelphia.  
Ad-writer, designer, adviser. Specialty, mechanical advertising. Write for specimens.

**ADWRITERS** and designers should use this column to increase their business. The price is only 20 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK, 10 Spruce St., New York.**

**FOUR** very attractive folders are used by *Hildreth & Segelke, New York*, to advertise their maple syrup and honey. These are sent out in connection with a series of pointed follow-up letters.—**PRINTERS' INK, Oct. 23d.**

Being responsible for this advertising, I can say that it is not only "very attractive" and "pointed," but that it has sold goods—which is the only true test of good advertising. I am willing to have all my work put to this test. Who wants to make it!

**EDMUND BARTLETT,**  
150 Nassau St., New York.

## DO YOU USE SUCH? YOU SHOULD!

Every communication that leaves your office should carry with it a brief reminder of your general business or of some one or more of your "Specialties." Such inclosures add nothing to postage, and if they be what they easily may be, are most potent "Salesmen." I make many such **MAILING SLIPS** and **FOLDERS** of small caliber and "high penetration," and I usually secure orders for them after having shown interested correspondents a lot that I have made for others. I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper and Magazine Adverts., etc., etc. Sending for samples will cost you nothing and commit you to nothing, but postal cards will not be noticed by  
**FRANCIS I. MAULE,**  
No. 14, 402 Sansom St., Philadelphia.

THE BEST SCHOOL FOR ADVERTISING.

# CLUBBING RATES FOR AUTUMN OF 1902

PRINTERS' INK will be sent to any address from now to January 6, 1904, for Five dollars.

PRINTERS' INK will be sent to any address for five years, from now to January 1, 1908, for Ten dollars.

Five copies of PRINTERS' INK, ordered by one person, but sent to five different addresses if desired, will be sent from now till January 6, 1904, for Ten dollars.

Any person securing fifty dollars for subscribers, on the terms specified above, may deduct twenty dollars as an agent's commission and remit thirty dollars in full settlement. By these terms a payment of thirty dollars will secure

*One subscription for PRINTERS' INK for twenty-five years, or*

*Twenty-five subscriptions for PRINTERS' INK for one year.*

These terms hold good until December 31st, 1902, and no longer.

This offer is favorable for advertising schools who wish to present their pupils with a year's subscription to PRINTERS' INK, and for newspaper men who wish their local advertisers to read PRINTERS' INK regularly, and thereby become more intelligent and, therefore, more liberal users of advertising space.

Canvassers may have sample copies free on application.  
Address all communications to

**PRINTERS' INK,**

10 SPRUCE ST., NEW YORK.

[From the Philadelphia Item]

# \$40,000 TO T

**"The Item" Challenges the Entire  
Their Circulation**

## "THE ITEM" EXCE

**More Paid Daily Circulation Than All  
Combined on**

There has been much discussion, of late, among the Philadelphia newspapers, as to which—morning, evening or Sunday—had the **LARGEST CIRCULATION**.

The Item has always claimed it, and it has generally been conceded that its claims were justified.

However, in order to settle the dispute for all time, we hereby make a public offer to go into a competition with *all* the Philadelphia newspapers, morning, evening and Sunday, and see which is entitled to the **Banner Circulation**.

The test is to be conducted by a representative of each paper, and one gentleman connected with each of the Larger Department Stores. This would constitute a Committee of 15, who would be authorized to examine all cash receipts for papers, returns, Agents' and Carriers' accounts, paper bills, etc.; in fact, everything con-

### THE S. C. BECKWITH SPECIAL AC

Philadelphia Item of October 19, 1902.]

# THE WINNER!

entire Press of Philadelphia to Prove  
Circulation!

## CEEDS THEM ALL!

han Any One, and More Than Several  
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nected with the Circulation Department. The investi-  
gation to cover one month from the day it begins, and  
the report of the Committee to be final and without dis-  
pute; and to be published, without charge, on the first  
page of all the papers.

Each of the Philadelphia Newspapers to deposit *Five*  
(\$5,000) *Thousand Dollars*, or *Forty* (\$40,000) *Thou-*  
*sand Dollars* in all, in a Trust Company to be agreed  
upon, and the paper conceded to have the *largest bona*  
*fide daily or Sunday circulation* in Philadelphia to take  
the *whole amount*.

As we stated above, THE ITEM expects to prove not only  
that it has the **LARGEST DAILY CIRCULATION**, but also  
that it has the **LARGEST SUNDAY CIRCULATION**; indeed,  
that it has more on the latter day than **THREE OF THE**  
**SUNDAY PAPERS COMBINED.**

**AL AGENCY,** 43-44-45-47-48-49 Tribune Bldg., New York.  
510-511-512 Tribune Building, Chicago.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

## NEW YORK, OCT. 29, 1902.

THE New York Times printed fifty-seven columns of advertising on October 1, 1902.—**PRINTERS' INK.**

The same day the *Evening Star* printed a fraction more than fifty-six columns of advertisements, which isn't a bad showing for what New York people consider a country town, bearing in mind that the population of New York is in the neighborhood of ten times as large as that of Washington, while her volume of business is more than a hundred times greater.

To carry the comparison on a little further, it may be added here that on Tuesday, Oct. 14th, the *Star* carried over eighty-three columns of advertising, and yesterday over seventy-five columns. What papers in the great commercial metropolis can match this record?—*Washington Star*, Thursday, Oct. 16.

"I NEED the money!" is the brief, self explanatory real estate sign upon some Detroit suburban property, according to the *Journal* of that city.

ADVERTISING is correctly defined as successful publicity. If you should write a ten-thousand word treatise you could not define it more comprehensively.—*Davenport, Ia., Times.*

THE October issue of the *Cosmopolitan* contains the sixth series of articles on "Captains of Industry." One of these is written by Edward Bok and deals with a captain of industry in which advertisers are much interested—Mr. Curtis, publisher of the *Ladies' Home Journal*.

SCHOOLS of commerce are in vogue, but there will never be anything much better than the old store which opened at daybreak and closed at bedtime. It trained as well as taught.—*Saturday Evening Post.*

THIS is convincing talk about oak sole shoes, while the buzz saws that cut the other fellows' products in pieces right before the public are extremely effective in calling attention to the Regal Shoe. Doubtless the other fellows find it impossible to make an oak sole shoe. And, beyond question, oak soles are the very best soles one can purchase, be the price \$3.50 or \$350. But—ahem!—what is an oak sole? And why?

FINE printing creates a favorable impression because it is attractive of itself, first, and because there is no more graceful, sincere way of convincing the reader that you hold him in esteem. There is no more delicate bit of flattery than a handsome booklet, nor anything that will so seldom fail of effect. But on the other hand, how thriftless is the cheaply printed booklet. It not only lacks this subtle flattery, but is the most direct assurance that the advertiser considers the reader a most cheap person indeed, and hardly worth talking to in a courteous manner.

ADVERTISING agents and publishers are looking for a lively trade this fall. Old Prosperity has visited all parts of the country. The wheels of the factories have been whirling fast, the mines have yielded wealth of ores, and the fields have fairly groaned under their weight of golden, ripened grain. As a result laborers, mechanics and farmers have more than their wonted share of money, and dealers are going out after some of it. Already the business of this season is considerably in excess of the exceptionally large advertising of last year, and there is every promise that each returning week until the closing day of the year will show growing activity in publicity—newspaper, magazine, booklet, circular, bill poster and every known form of exploitation.

If you wish to know what the news really is, what are the facts, you must read the New York Sun.

MR. KENDALL CRESSEY, formerly advertising manager of the Philadelphia Record, is now in a similar capacity with the Philadelphia Press.

THE great oceans are wide and there is plenty of room upon them for all the vessels which float. One need not get in the way of the other, and those are fleetest which give themselves no concern except as to their individual well being. The oceans of trade are just as wide and room is plenty for all that float upon them. Some go down in the deep, others are cast upon a rocky shore and shattered, but those that are skillfully handled move along in safety. Foolish is that dealer who thinks to push along his own craft by getting in the way of others. There is room for all in business, and the fittest in trade always survive storms and buffets.

A LARGE retail ad bound together by a distinct central idea is doubly strong. In the case of a department store announcement it is like the proverbial bundle of sticks that are difficult to break collectively. Various kinds of "sales" have long been used to give cohesion to such advertisements, but most of them have become stale, and something novel is needed. Campbell's store, in Pittsburg, recently ran an ad that suggests new lines of development in these central ideas. It was headed "Your next new dress—what is it to be?" Under two heads of "The textiles" and "The trimmings" were given short descriptions of various fabrics and materials for dresses of different quality and cost. The merit of this ad, aside from the central idea, was its quiet display. The very nature of the arrangement called for orderly paragraphs instead of the straggling, shouting items of a "sale" ad. Doubtless the method can be applied to a man's clothing, the various rooms in a house, the children's toys and other special lines of goods.

PRINTERS' INK is now for sale on the news-stands of Manhattan Borough, New York City. It is intended to extend the field wherever a sufficient demand can be developed. Remember you may order PRINTERS' INK from any newsdealer anywhere. He will order it for you if he hasn't got it for sale now. Newsdealers who are willing to push the sales of the Little Schoolmaster will be honorably mentioned in PRINTERS' INK and given such advertising as will have a tendency to further their sales.

WHAT has been done can be done. Let all young advertisers remember that. Equal parts of common sense, affability, energy and persistency have often been found equivalent to considerable cash capital.

PRUSSIA has just passed a law against offensive outdoor advertising which, according to the London Times, differs widely from that of England and America. The latter governments limit the right of restrictive legislation by the usual considerations of public health and safety, but the new Prussian law regards the mere disfiguring of natural scenery as cause for action. Local authorities are to determine what sort of advertising is offensive.

SOME very clever folders are sent out to newsdealers by Street & Smith, New York. A late series consists of about two dozen four-page envelope fillers, giving a list of some of the firm's ten-cent publications, with a paragraph or two of bright, forceful comment upon their advantages as sellers—just enough argument to call attention to the books. This series is given continuous interest by catchlines illustrated with comic cuts of three foxes. Singly these drawings might be weak, but collectively they are pretty certain to produce a lasting cumulative effect. The ad that is part of a definite, continuous series has about ten times the force of the detached ad.



WHEN you meet a non-believer of advertising ask him if he ever heard of Oyster Bay prior to its appearance in the newspaper date lines.

E. R. THOMPSON, local editor of the Rich Hill, Mo., *Review*, sends a series of four inch single column bank ads, which he had been running for a local institution. The ads are in plain type with tastily arranged rule borders. The arguments are short and educational and probably secure a fair amount of attention.

AMONG the few proprietary firms in the country who make intelligent efforts to aid the retail druggist in dressing his windows with special displays of their goods is Hance Brothers & White, Philadelphia. Two novelties offered for the winter season are a "strong man" automatic figure which runs by clockwork, lifting and lowering a 100 pound dumb-bell, and a pair of automatic balance scales which carry a bottle of any remedy in one balance and a lump of imitation gold in the other. This last device also operates by clockwork, the balances alternately lifting and lowering. Upon the standard is the legend "Worth its weight in gold."

THE adwriter, who thinks he has plans and ideas which ought to appeal to banks and financiers, can set them before these parties in the Little Schoolmaster's bank number of November 12, 1902, to better advantage than it would be possible in any other way. He can reach about 18,000 of these extra readers through the classified columns of PRINTERS' INK for twenty-five cents a line. In considering this suggestion, he should also bear in mind that these people have means and are likely to become desirable customers if once well served. The classified columns of PRINTERS' INK are considered by many just as effective as display space. As a matter of fact there is no unprofitable space for any kind of a right proposition in the pages of PRINTERS' INK. Press day for the bank issue is November 5, 1902.

SMALL advertisers should first cover their town, then the county and then the State. Beginning on a small scale and watching results is a fair criterion of what the results from more extensively covered territory would be.

PERFECTION never is reached in advertising. Because an advertisement "pulls" it by no means follows that it may not be bettered. To be sure there could be conservatism in advertising as in everything else, and any radical departure in methods of advertising is a questionable procedure. But changes, omissions, elisions here and there, etc., are permissible and a matter of duty. The best drawing illustration or sentence finally palls upon the sight and men avoid it as they would a nauseous dose of medicine.

THE keynote to success in business is push, which is but another word for energy. One may have sterling honesty, good taste and excellent judgment but if he be not instant in season and out of season, he will not make a success of his life. Competition in trade has become so active that it is the live, pushing men only who succeed. It is significant that it is the most energetic who advertise most. They regard advertising as a prime necessity to success, and they consider every dollar so spent as a sure investment.

IMPORTS of iron and steel have doubled in the last year, while exports of iron and steel are still falling off. The August import and export figures of the Treasury Bureau of Statistics show that the importations of iron and steel manufactures are nearly five million dollars less than they were in the corresponding months of last year, and 21 millions less than in the corresponding months of 1900. In the single month of August, the imports increased more than two million dollars over those of August, 1901, and at the present rate of gain, the total imports of iron and steel in the calendar year 1902 will exceed those of 1901 by twenty million dollars.



It is not possible to gather figs from thistles, nor returns from ads in fair programmes, lodge directories and publications of that order.

No merchant would think of guessing the number of yards of dress goods bought for \$1,000. Why should he be satisfied to guess the number of copies printed by the newspaper in which his goods are advertised?

THE discredited merchant is lost. For this reason the lesson cannot too frequently be learned that the fulfillment of the advertisement shall equal in every case its promise. It is not demanded that one shall do more than he declared he would do, but self interest as well as common honesty demands that he shall live up to the letter and spirit of his engagements. The advertiser who fails of this is he whose career is short. None but an idiot would suffer himself to be cheated twice by the same individual or firm.

I WAS out in Pike County, Pennsylvania, last summer on my vacation, said one of the Little Schoolmaster's pupils, and while there I talked with the news boy, who served the town with the New York Sunday papers, and asked him how many he sold. He told me he sold about ninety: *Journals*, 42. *Heralds*, 20. *Worlds*, 8. *Suns*, 2. He said he did not sell the *Times* because he could not get the paper, although he had had one or two calls for it. I asked him what made so many people want the *Journal* and he said everybody wanted the colored supplement and the Foxy Grandpa pictures. While the PRINTERS' INK man was telling his story as above, there was present an old advertiser, now in his eightieth year, and he said that the story that he had been listening to interested him very much and then added. "I buy the *Journal* every day. I don't buy it for the Foxy Grandpa part, but I cut out those parts and carry them home with me and when my grandchildren come to see me I turn them over to them and they seem to interest them very much."

A PERUSAL of the best advertising literature as it appears daily and monthly in newspapers and magazines furnishes a better education than what was considered a pretty fair common school twenty-five years ago.

PRINTERS' INK has announced elsewhere that its issue of November 12 (press day November 5) will be a special issue to the bankers and banking institutions of the country. This issue will have a total circulation of over thirty-five thousand copies, without a raise in the advertising rates. The individual deposits in National banks, savings banks, State banks, loan and trust companies and private banks in 1901, according to figures officially prepared by the Treasury Bureau of Statistics in Washington, aggregate to the enormous figure of 8,535,053,136 dollars. Enterprising banks of the country have already become active newspaper advertisers. There is a noticeable excellence among the ads of banks which the Little Schoolmaster observes from time to time. The latter fact would indicate that the value of preparing good copy has been early recognized. Live newspapers can also easily recognize that this new branch of publicity is now in its infancy. Live newspapers have a splendid opportunity to nurse the child into profitable customers. For, a branch of mercantile life, which amounts to a factor that is represented by billions, will make extended use of publicity as soon as the matter is thoroughly understood. Banking by mail has a grand future, it will enhance the welfare of the nation, the income of banks and newspapers and help to create prosperity all around. First-class newspapers and all those advertisers who have a story to tell which is of interest to banks and bankers may easily perceive what an exclusive opportunity the special issue of November 12 offers. For adwriters, designers, dealers in office outfits, labor saving devices, card and accounting systems, etc., the classified columns of PRINTERS' INK, 25 cents a line, are suggested. Press day for this issue is November 5, 1902.

THE special issue of PRINTERS' INK of November 12, 1902—the bank number—is a splendid opportunity for telling one bank's message to another. The great city bank, which is desirous to get into contact with the smaller banks in smaller cities and towns, and vice-versa, finds in this issue an excellent medium to tell its story to about 18,000 banks and bankers at a very small cost. For all further information write to PRINTERS' INK, 10 Spruce street, New York.

ADVERTISING literature that is intended to represent money, as well as the "stage money" issued to theatrical companies by certain advertisers, have been decreed unlawful by Secret Service officials. This action is taken because swindlers have succeeded in palming off very indifferent imitations, issued innocently enough by advertisers, upon unsuspecting immigrants. The ruling is made to cover every piece of paper printed in the color and size of greenbacks, and Secret Service agents in various cities have been instructed to seize plates and imitation money wherever found. Advertisers will do well to forestall the department by destroying any novelties that violate the law.

ALMOST daily someone refers to the recent statement of an ad graduate who wrote PRINTERS' INK, that the fact of his being such a one had constantly been a drawback to him when applying for employment with advertisers. The above statement has been termed by one correspondent, "the most damaging piece of evidence supporting the current indictment against advertising schools." While the Little Schoolmaster would not express himself so positively, he admits that it was an extraordinary statement. But not so extraordinary as the fact, that not a single, solitary, ad graduate has yet come forward with a statement in favor of an ad school, saying what it did do for him. To such a statement PRINTERS' INK looks forward with pleasure. To give it value, however, the man who makes it, must be willing to have his assertions looked into.

RETAIL merchants in large cities often find the daily newspaper too expensive an advertising medium. For such, the show window always remains in which taste and ability may display an excellent ad combined of goods and prices.

ALTON F. CLARK, Conrad Lutz, Louis Conrad and W. M. Birmingham, constituting the Correspondence Institute of America, were arrested at Scranton, Pa., October 15th, at the instance of Postoffice Inspector Hugh Gorman, charged with a fraudulent use of the mails, and held in \$1,000 bail each for a further hearing. The Correspondence Institute of America must not be confounded with the International Correspondence Schools of Scranton. The allegation is that the Clark concern advertised to do service for its patrons that it was impossible for it to perform. The Correspondence Institute of America was a heavy advertiser. It spent thousands of dollars in informing the people through the leading newspapers what it proposed to do, and it advertised to give instruction by mail in journalism, electricity, stenography, art illustrating and advertisement writing.

WHEN a tailor has "a large imported stock of fall and winter fabrics, selected with the utmost care regardless of cost, comprising the most excellent weaves"; when the "superior quality" of his designs will "convince the most fastidious that no equal could be found elsewhere"; when his "customers derive every advantage" because he is a "direct importer from the most exclusive European markets"; when he points to the fact that he has two gold medals awarded for "perfect fit and excellent workmanship"; when he "respectfully invites the inspection" of his "rich assortment of chevots, worsteds, tweeds, etc.," and "solicits the placing of a trial order"—isn't it rather giving the thing away to send out the invitation on 6x9 "print" dodgers, costing about fifty cents per thousand in quantities, and done in all the twists and contortions of 6x9 dodger typographical art?

LARGE type and large space attract attention. Attracting attention however isn't equivalent to selling goods.

FORCIBLE display cannot make forcible arguments. It merely calls attention to them. Enough is enough, always, and after display has done that, its usefulness ceases. Black headings on a news article do not increase its appearance of truthfulness, but rather give it an appearance of "fake." The article itself must live down its scare-head. So, the ad that bellows and shrieks and bullies in black display lines and bold-face italics has the appearance of trying to stun readers and get their money under false pretenses. But the quiet pica old-style announcement, with its little words of big meaning, has always an appearance of truth and sincerity.

THE recent awakening of California, Colorado and other Western States to the value of publicity is producing an echo in the South. Hardly any section of the United States needs able advertising so badly as the South, nor is there a section better able to back up good publicity with good goods. In a letter to the *Atlanta Journal* Mr. J. C. Wade, a member of the Georgia Horticultural Commission, urges an appropriation for adequate representation of the State's products at the St. Louis exposition in 1904. He shows that Georgia, with her fine natural resources, is capable of producing the finest fruits and cattle in all Dixie, and that with proper exploitation she will become one of the richest States in the Union. Virginia, too, feels that she has fallen somewhat behind this age of systematized publicity, and the Richmond dailies are endeavoring to secure a similar appropriation from the legislature. Virginia has an abundance of cheap, fertile land to offer new comers, and a correspondent of a Richmond paper lays stress upon the importance of letting the world know about it. "The law of supply and demand rules the world," he says. "Virginia lands are low in price because there is

no demand for them, and there is no demand for them because people do not know their capacity for producing some of the highest-priced agricultural products, like peanuts, tobacco, truck, fruits, etc. Put before the world the advantages and resources of Virginia in an attractive and convincing manner, and thousands of people and millions of capital will come to develop our undeveloped resources. There is one phase of this question usually overlooked, but an important one—taxes. Every dollar brought into the community reduces the taxes on every other dollar, or gives more money for schools, roads, etc. An advertising appropriation is not a question of taking money out of the treasury, but of putting it in; not of spending money, but of making it; not a question of liberality, but of judicious investment, based on well-founded faith in the resources of the State."

By way of informing dealers upon what is being done to create demand for its leading products the N. K. Fairbanks Company, Chicago, issues proofs of its October ads in a portfolio, giving lists of the mediums in which each was inserted. Page spaces were used in the majority of instances, and three products were exploited. Fairy Soap ads appeared in forty-six monthlies and weeklies, Glycerine Tar Soap in thirty-eight (chiefly trade and mechanical papers) and Cottolene in nine magazines. The lists include practically all of the high-class monthlies, as well as the ten-cent ones, the foremost religious, mechanical, educational and women's publications and weeklies such as the *Literary Digest*, *Public Opinion* and *Collier's*. It would doubtless be interesting to know the reason why not a single farm journal appears upon the lists, as the advertising seems carefully specialized. Gold Dust publicity also appears in many newspapers, magazines, and upon the boards. Literature is also sent to grocers, and among the booklets is one consisting of colored pictures of the Gold Dust twins by E. W. Kemble, the popular comic artist.

It would require far more than one traveling salesman of the highest class to sell more goods than a newspaper of, say, but twenty-five thousand circulation. This statement refers to advertising that is continuous.

THE manufacturer of novelties which could likely be utilized by banking and financial institutions can set forth his proposition in the classified columns of PRINTERS' INK for twenty-five cents a line. A special edition of the Little Schoolmaster will be mailed to 18,000 of these people on November 12, 1902. The total edition of PRINTERS' INK of that date reaches over the 35,000 figure. If a novelty factory wanted to reach the same amount of readers by an uncertain one cent circular the postage alone would cost over \$350. Four lines in PRINTERS' INK or about twenty-eight words, will tell a preliminary story at a cost of a single dollar. Eight lines will tell about as much as is necessary to tell, and it would cost two dollars. Do you really think it would be economy to let this opportunity go by default? Press day for the bank issue is November 5, 1902.

ADVERTISING is not something to be bought outright and paid for in the lump. It is a steady expense, like rent and salaries. Some beginners are inclined to grumble because returns stop when ads are discounted. They willingly incur the expense of a three months' campaign, but are frightened at the prospect of paying for space year after year. Many beginners just miss a fine success through this unreasonable short-sightedness. There is hardly an office or store expenditure of any moment that is not continuous. Wages and salaries must be paid every week, rent is due every month, insurance is an annual expense, while even the office safe wears out in time and must be replaced. No business man wastes time in grumbling at these outgoes. Yet he thinks that advertising, which makes the entire business profitable, ought to be a trifling investment made once and for all. Which is a most unreasonable bit of paradox.

THE giving out of set rules, good for universal guidance, as to best media for advertising, is a foolish proceeding. A paper which would bring excellent results to a man in one line of trade might be valueless to one in another line. Mail order people have been impressed, probably, as no others with this fact.

A MARKED reduction in the wages of labor in England is reported in the *Chamber of Commerce Journal*, the official organ of the London Chamber of Commerce, a copy of which has just reached the Treasury Bureau of Statistics. "There is a warning," it says, "to masters and men alike in the official report on the changes in rates of wages and hours of labor during 1901. It foreshadows a relapse from the prosperity of the last few years, a decline in wages having to be recorded for the first time since 1895. Moreover, during the first half of the present year, the tendency is still towards lower wages. The number of work people affected by reductions in 1901 was greater than any year in the period 1893-1901, the computed amount of the reductions being more than the total reductions recorded in the previous eight years." The following table, compiled from the eighth annual "Abstract of Labor Statistics of the United Kingdom," recently issued by the British Board of Trade, shows the standard rates of wages per week for various trades recognized in London at the beginning of 1902:

| Trades.                                     | Wages per Week. |
|---------------------------------------------|-----------------|
| Upholsterers .....                          | \$12.06         |
| Ship yard platers .....                     | 11.67           |
| Cabinet makers .....                        | 11.34           |
| Boiler shop platers .....                   | 10.94           |
| Plasterers .....                            | 11.00           |
| Bricklayers .....                           | 10.50           |
| Masons .....                                | 10.50           |
| Carpenters and joiners .....                | 10.50           |
| Pattern-makers .....                        | 10.45           |
| Plumbers .....                              | 10.34           |
| Riveters .....                              | 10.21           |
| Shipwrights .....                           | 10.21           |
| French polishers .....                      | 9.72            |
| Lithographic printers .....                 | 9.72            |
| Iron foundries .....                        | 9.72            |
| Compositors (hand) .....                    | 9.48            |
| Engineers .....                             | 9.48            |
| Painters .....                              | 9.00            |
| Brass moulders and finishers .....          | 8.64            |
| Bricklayers' and plasterers' laborers ..... | 7.00            |

WRITE ads as you used to swim. Jump right into your subject with a splash. Then put common sense and the right idea into your efforts and you will come out all right.

It by no means follows that because a man has failed as a reporter that he is a first-class advertiser. The writing of successful advertisements demands a skill as intelligent as that possessed by reporters of the highest class.

THE Ad Club, of Cleveland, Ohio, is an active advertising organization, with about thirty-five members, who either write or illustrate advertising or have connection with the circulation departments of local mediums. Mr. A. C. Rogers is president and an annual dinner is given at the Hollenden House, besides other dinners and functions of a social nature. On its business side the club is organized for the development of the best advertising, to correct existing abuses and charlatanry, and to exchange ideas with an end to producing better work. One of the features that has been very successful since the founding of the organization about a year ago is the daily noon-day meeting at the club rooms in one of Cleveland's big office buildings. Specimens of advertising written by members, either published or in manuscript, are submitted for general criticism. The booklet, newspaper ad, picture or other production is examined clause by clause and commented upon freely. Members point out defects and where there is a majority that thinks a phrase or paragraph contains a real fault a point is scored against the production. Then a general ballot is taken, each member rating the ad upon a basis of 100 for perfect work, and a final average being struck from all the ballots. When there is a dearth of members' work the club turns to advertising in local or general mediums. This criticism is done in a liberal spirit, of course, and has been of marked benefit to men who produce actual advertising day after day. Thus far no advertising criticised has been accorded a percentage of 100.

## Important Notice.

PRINTERS' INK of November 5, 1902, will contain the final review of the Ad-Contest, which commenced on January 8 and closed on September 24, 1902. During this time were submitted

617 Ads by  
341 Writers,

all giving their reasons why business men—especially young men—should read the Little Schoolmaster in the Art of Advertising. Out of that total number were selected

## The twelve best Ads,

and the photographs of their authors will adorn the story, together with the reprint of the twelve advertisements. It will make mighty useful reading for young men and everybody else who is interested in that great modern force in business life—Advertising.

PRINTERS' INK is published every Wednesday and for sale on all the newsstands of Manhattan Borough for 10 cents a copy. Don't miss it.

EACH customer ought to be used as a means of bringing other customers to the store. The way to do this is to treat each customer well.

THERE are, as a rule, too many words in street car advertising. All people do not have too good eyesight, and they are not likely to strain the organs of vision to spell out the words of any advertisement. Display in this mode of advertising may be made effective by bold, big letters, therein differing from the newspaper, where display may be modest.

THE advertiser who desires to reach all classes of people must use many kinds of media.

HAVE confidence in yourself. Without confidence in one's own ability, there can be no well-directed effort.

THERE is no business man who would think of attending to law business without the aid of an attorney. Writing, even the writing of advertisements, is as much a profession as that of medicine or theology. It is one that may not be picked up, or tumbled upon. It presupposes aptitude and practice. The advertisements that are best written are they which bring best results. They write best who devote themselves exclusively to that work.

THERE are still merchants in most cities who try that most expensive form of advertising, the piano contest. A certain cafe in Buffalo gives away a piano weekly upon coupons issued with each meal, while the *Western Editor* reports a similar contest being conducted by a Nebraska weekly to boom its subscription. These contests are not only objectionable upon the "something for nothing" count, but are costly to the point of profligacy. The Buffalo cafe must pay at least \$100 for each piano it gives away, and this is far below the cost of any sort of cheap piano. That amount of money would form a tidy advertising appropriation, and if expended in live advertising in Buffalo dailies or in well-printed mail literature would bring far better results, maintain the dignity of the establishment and benefit it permanently, instead of creating a purely transitory effect. "Tom" Murray, of Chicago, has built up a large haberdashery business on about a third of this appropriation, while the Criterion Hotel, New York, expends only \$75 per week. There are dozens of other instances where legitimate advertising has benefited retail establishments, while the Little Schoolmaster has never heard of a business being furthered by piano lotteries or giveaway schemes of any sort.

THE Davenport, Ia., *Times* believes that the time is not far distant when every commodity which is for sale, every article that can be sold, will be advertised. Hence the necessity of every merchant and business man becoming familiar with what is proving the greatest business problem of the age and the motive power which moves thousands of factory wheels and make millions of dollars for those who use it.

A NEW YORK agent recently complained to a PRINTERS' INK reporter that the Little Schoolmaster frequently reproduced specimens of his work from magazines and newspapers, but never gave him credit. In his opinion, certain advertisers and agents hold a monopoly of the Little Schoolmaster's appreciation, while others, including himself, never get credit for their productions. Nothing, perhaps, is further from the truth and the facts. PRINTERS' INK is at all times eager to recognize good work and make it known to its readers, no matter who produced it. There are absolutely no favorites, but PRINTERS' INK reserves the right to decide what it considers good work. In the case of ads reproduced from periodicals, the rule is to let the ad speak for itself and in the majority of instances PRINTERS' INK wants the credit to go to the advertiser himself, although if the work is of unusual quality the writer is mentioned sometimes, if he is known. Bright ideas of any sort find ready appreciation. Certain writers and agents may apparently come in for more frequent mention than others, but it is because they are courteous enough to send samples of work that is worth reproduction. Those who think they are being slighted are the ones who never send anything. There is always the agent—and he is something of a pest at times—who sends as much mediocre matter each week as would consume the space devoted to this feature in a month, but the agent who sends specimens that are really original and commendable and helpful to others is sure of appreciation, credit and thanks.

The practice of wholesalers to assist retailers in the advertising and sale of staple goods is now followed more and more by those firms who have a clear conception of the value of publicity. They frequently find, however, that the apathy and lack of true understanding of advertising on the part of the retailer nullifies to a certain extent, and often to a very large one, the best laid plans—plans which can only be successfully consummated if every link in the chain is helping to lift. All large concerns have this experience and a big percentage of their expenditure is practically lost for the reasons stated above. Advertising is a matter of growth and development with every business, be it large or small; retailers must be educated to it and they must be taught how to use this business force. There is no better way to teach the retailer the value of advertising but to have him read *PRINTERS' INK*, the journal for advertisers, which no man ever read without profiting thereby. To large firms the idea is recommended to subscribe for *PRINTERS' INK* for such a number of copies as they may need after having made a survey of the list of retailers with whom they deal. They may try a certain section of the country or a single State, as they may choose. Their traveling salesmen may be able to submit to them a roll of the most enterprising retailers they visit on their routes, and thus the plan may be tried under the most favorable auspices. The reading of *PRINTERS' INK* will gradually teach the retailer what advertising means, and the outlay for the yearly subscriptions will likely pay well. It will reduce the percentage of waste in the total appropriation spent for the purpose to assist retailers in their publicity, and it will quite likely produce just the results for which you had hoped.

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***Wholesalers have now an unusual opportunity to subscribe to *PRINTERS' INK* for the benefit of their retailers by taking advantage of the clubbing offer on page 31.***



AN advertisement must present interesting facts from the standpoint of the reader. The facts which the public wants to know may be few, but mighty important ones.

THERE is a disposition to underestimate and depreciate the "pulling" qualities of advertisement methods other than those to be found in the columns of newspapers. The newspaper stands first, and far and away first among the great advertising media of the country. It is through the newspaper that advertising has become so great and important a factor in the business world. They reach the greatest number of people, and, unlike all other forms of advertising, the newspapers lend the weight of their influence and character to the advertisements they carry. But saying this, any form of advertising may be made profitable. Most satisfactory results have been had from show windows, billboards, street car, circular and booklets.

MISS HELEN MAR SHAW, advertising manager of James B. Clow & Sons, Chicago, sends a copy of the photo-reduced edition of that firm's catalogue of plumbing supplies. The Clow catalogue is issued in a large size, with pages 9x12 inches, for the use of regular customers, and in a smaller size for more general distribution, the pages being 5x7 inches, printed from photo plates of the large edition. The volume contains 850 pages and is conspicuous for neat arrangement and classification of thousands of items, as well as for good printing and substantial binding. Upon the inner front cover is a condensed index that enables one to readily find the chief departments. This idea ought to be more generally followed in compiling catalogues, for the covers and inner fly-leaves will carry much valuable information where it may be most readily found. The plates used in the book were made by the Manz and Pontiac Engraving Companies and T. B. Rogers, while the printing was done by the Lakeside Press, all of Chicago.

THE mail order business has become so enlarged in its sphere that one scarcely can define its boundaries. The department stores in all of the large cities make special features of the filling of mail orders. And then big stores pay high tribute to the big dailies as mediums for that class of business. While using mail order papers, as well as dailies published in smaller cities, no small percentage of their orders come in from their big advertisements in the big dailies. There is no daily published in a large city but that has more or less outside circulation, and their value for mail order purposes is measured by the extent of this outside circulation.

"CHOCOLATE Syrud; How to Make, Keep and Serve It" is a mighty interesting, factful little booklet sent out by J. H. Barker & Co., Bedford avenue, Brooklyn. Chocolate syrup would seem rather a commonplace and trifling soda fountain ingredient for which to write good advertising matter, but Edmund Bartlett, 150 Nassau street, New York, has compiled a booklet that is profitable reading for anyone who thinks that there is such a thing under the sun as an uninteresting commodity. His treatise tells how the fat in chocolate hurts its flavor, how this fat is extracted in the Barker brand, how the full aroma of any fountain chocolate must be brought out with heat, how mistakes are made in this process and the syrup spoiled through the use of metal utensils, how chocolate ferments in hot weather, how to keep it fresh and prevent crystallization, how to serve at the fountain, how to make various kinds of soda and ice cream, with other information that will be valued by druggists who run a soda counter. This booklet, which was printed at the Cheltenham Press, is notable for concise arrangement of its facts so well as little summaries and footnotes that enable the reader to get the drift of its story with even a superficial reading. It is reinforced by colored folders offering a quarter-pound sample of the chocolate to responsible persons,



WHEN newspapers of two or more centuries ago began the habit of admitting notices of things to be sold—which were always brief and rarely of more than a stickful's space—no one could imagine what a fruitful seed had been planted. This practice of publicity was merely tentative at first, nor was its mutual value to paper and patron very much recognized. It was no more born all at once than Topsy was; it just grew.—*Joel Benton.*

THE art of advertising has been expounded by many writers, but for the most part the instruction has been from those who were discussing advertising for no better purpose than to direct the attention of the public to themselves as experts, either in the art of phrasing advertisements, or in typographical embellishments, or appropriate illustrations, or some other minor division of the work. The opportunity still remains for some one to discuss the art of publicity in a scientific and unprejudiced way. Systematic advertising will be an important division of such a work as the able author who undertakes to discuss advertising in the broad sense shall attempt to produce for the benefit of the public. There is no better illustration of this particular class of advertising than that found in the work of George H. Daniels, general passenger agent of the New York Central & Hudson River Railroad, and exemplified in what has been familiarly named "The Four-Track Series." We risk nothing in saying that for general information there is far more in this collection than in what comprised the entire library of our grandfathers, who were able to get over the country only with the meagre comforts of the old-time stage coach. It is a liberal education in itself to go through what has been gathered together under this head, and more and more does the wonder of the reader increase when he realizes that all that has been presented is not simply for his edification, but to impress upon him the moral, "When you travel, go by the New York Central lines."—*Commerce, Accounts and Finance for October, 1902.*

ADVERTISING, like electricity, is a power of fathomless scope.

THE merchant who claims that advertising will not help his business will reach receivership before retirement.

FRILLS do not look well in advertisements. Plain speech, understood by the masses, is better than aesthetic style, abounding in words which none but scholars or literary aesthetes understand. One never should use a word in an advertisement which will demand that any reader shall go to the dictionary to learn the meaning of it.

COURTS in various parts of the country continue to hand down important decisions in trademark litigation. In the case of *Draper vs. Skerrett*, decided in the Circuit Court for the Eastern District of Pennsylvania, it was held that geographical or broadly descriptive terms cannot be monopolized as trade marks. The plaintiff imported a corn remedy which he called "French Tissue." It became known by that name and was in demand to an extent that led the defendant to put an imitation upon the market under the same name and in similar form. The court restrained the defendant from selling this imitation upon the ground that it was sold in unfair competition, but apart from this factor the words "French Tissue" cannot be appropriated as a trade mark, the first being geographical and the last descriptive of the texture of the paper used in making the remedy. This last decision, according to the *Scientific American*, is in accord with long-established precedents in such cases. Judge Briscoe, of the Maryland Court of Appeals, recently decided that "equity will not protect a trade mark for a patent medicine the statement on the label of which asserts a falsehood, being designed to deceive the public." This decision was given in a case involving the right to use a particular label, which was denied protection because it contained the words "Great smallpox and diphtheria cure and preventive; cures the worst cases without marking, unless already scabbed."

LEST you forget, have pad and pencil always at hand. Jot down all bright ideas. Let none escape.

ONE of old said, "Physician, heal thyself," and one less wise wrote, "Practice what you preach." In the face of these two aphorisms, newspapers whose chief source of revenue is advertising, and which, as a result, praise its merits, and especially the virtues of newspaper advertising, as a rule, themselves do very little of the latter. They depend largely upon circularization, letters and personal solicitation. All of these methods are good of themselves but it seems a bit inconsistent that so few of them do advertising, outside of their own columns. PRINTERS' INK does not complain. It merely invites attention to a condition.

MR. G. H. CLAPP, an advertisers' agent at Johannesburg, Transvaal, South Africa, sends a number of folders dealing with the outlook for American goods in that quarter of the world. Mr. Clapp is an American, and claims an expert knowledge of South African demands and methods of exploiting and marketing. "Hunting Big Game in South Africa" deals with the problems of introducing American goods into that market through the use of newspaper space, which he believes to be the best and cheapest medium. South Africa took \$10,000,000 worth of American goods in 1900, and the demand is increasing. Close touch with consumers is the chief factor in successful exploitation and marketing, especially of small articles, and to accomplish this purpose Mr. Clapp prints a classified list of American products, with brief arguments for each, in the best newspapers in the country, covering territory a bit at a time until all has been gone over. This list is published weekly and the cost in papers of circulation varying from 7,000 to 20,000 is \$50 per inch per year. He also accepts catalogues of American firms free of charge, placing them in a catalogue library which he maintains at his office, and which is freely consulted by South African merchants.

ANYBODY who has a proposition to make which will interest the banks and bankers of the United States and Canada can cheaply and effectively do so through the columns of the special edition of the Little Schoolmaster which goes to these people Nov. 12, 1902. The total issue goes forth to over 35,000 names; over fifty per cent of them are banks and bankers. They are business men, who are constantly looking for new, practical, labor saving office devices. They do not hesitate to pay the price for anything that appeals to them as desirable to possess. For such propositions the classified columns of PRINTERS' INK are suggested to bring the matter to their attention. One line costs twenty-five cents, four lines for one dollar can tell a fair story if intelligently composed. An investment of two dollars is generally sufficient for a preliminary bid of patronage. Press day for this bank number is November 5, 1902.

CASES of swindling like that recently reported in Boston papers do much to shake one's faith in the adage about honesty being the best policy. According to the confession of one John M. Fisher, the head of a fraudulent stock-jobbing concern, he and his partner, Frederick E. Betts, got more than \$300,000 from dupes in one year by the simple process of writing letters urging them to send on their surplus cash and get rich quick in the stock market. Money poured in upon them, and the firm reported to its clients within a few days, saying that it had been "swept in" upon stock that had dropped and asking for more money to cover margins. In many cases further sums were sent without question. Doubtless thousands upon thousands of dollars have been invested in advertised schemes quite as flimsy during the past year or two, for the country is in an incredible state of prosperity and optimism. These concerns are the bane of honest advertisers, and there is little question but that laws will eventually be necessary to curb their operations, especially in the use of advertising media.



The arrival of the local weekly is one of the important events in the country home. It is close to the heart of the entire family, young and old. All that has occurred for the past week is chronicled in its columns. Nothing takes its place.

There are 1,500 local weeklies upon the Atlantic Coast Lists—reaching one-sixth of all the country readers of the United States. Catalogue-booklet for the asking.

**ONE INCH, SIX MONTHS, \$1,200.**

**ATLANTIC COAST LISTS,**

134 Leonard Street, New York.

CYRUS HERMAN KOTZ-  
SCHMAR CURTIS.

There is no printer's ink on the fingers of any of the ancestors of Cyrus H. K. Curtis. His father was of the musical temperament, and this he gave to his son along with two other things: a New England birth and principles of the sturdiest kind of honesty. With these the boy started fifty-three years ago at Portland, Maine. But it was not long before the boy got a smell of printer's ink in some way, liked it, and immediately began to get it on his fingers. First, it took the form, so dear to the heart of every boy, of printing the visiting cards of his playmates. Then he conceived the idea of helping the publisher of a Portland newspaper to get his paper to his readers, organized a route, got up every morning at four o'clock, served his route with the papers, went back home for his breakfast at seven, and went to school at nine. When school was out he went direct to his card printing pressroom. In a little while the visiting card ceased to satisfy, and on April 5, 1865, there came out of the cellar printing house of C. H. Curtis & Company the first issue of a new paper, the *Young America*. It is a far reach from this first issue of Mr. Curtis's first weekly to the last issue of Mr. Curtis's last weekly, the *Saturday Evening Post*. But the first was the parent of the last, nevertheless. It was a wonderful paper, this *Young America*. It had four pages, and each page was about half the size of a page of the *Cosmopolitan*. It had a distinct peculiarity about it, too. It sold for two cents a number, or ten cents a month, so that if a month had four Wednesdays you could buy it much cheaper by the copy each week than by subscribing for it by the month. Still, events never made this question a serious one for the young publisher to adjust.

It is said of Bill Nye that when he was five months old and found out that he was born in Maine, he took his father by the hand and said, "Come, father, Maine is no place for us. Let's go West." Mr. Curtis waited until he was eighteen

before other fields attracted him, and then he went as far west as Boston, leaving his parents and home, to see what he could do. He had published and clerked in Portland; now he began to clerk in Boston and to help to publish, for he first associated himself with the *Boston Times* in the solicitation of advertisements. After a while, the desire for a paper of his own took possession of him again, and he established a new weekly which he called the *Independent*. But the Boston public chose to remain independent of it, and the weekly went to that bourne whither so many periodicals have gone. The failure of the *Independent* left the young publisher with debts he could not meet. But it is worthy of record that the first profits of the later *Ladies' Home Journal* were used to liquidate these debts, each creditor being paid the full principal with twenty years' interest, Mr. Curtis traveling as far as St. Paul to find his old printer of the *Independent*. The solicitation of advertising had taken young Curtis on a business trip to Philadelphia, and so well did he like the general appearance of that city and its people that he decided to remove there. And early in the centennial year of 1876 he brought his wife of a year and their daughter of two months to the Quaker city. Here again the desire for a weekly paper came upon him, and, with a partner, he started the *Tribune Farmer*. This was more of a success. One day, and it turned out to be a bright one for him, Mr. Curtis started a "woman and home" department in his weekly, and in a few weeks he found this feature to be one of the most popular in the paper. The idea was logical that if two or three columns of "clipped" matter relating to domestic interests were so eagerly sought for, why should not a periodical of original material devoted to those interests be even more so? The thought was no sooner a germ than it became a reality. Toward the last of 1883 Mr. Curtis said to an artist:

"Draw me a heading for a home paper to be called the *Ladies' Journal*."

The artist did, and, to express

the character of the proposed monthly, inserted a domestic scene between the second and the third words of the title and labeled it "home" in small letters. The first issue was published, and the first subscription that came for the new periodical asked for the *Ladies' Home Journal*. The next subscription similarly incorporated the artist's label in the title, and so it went on, the public of itself naming the future famous monthly. The demand for the new monthly was immediate, and Mr. Curtis, seeing the possibilities in his new venture, arranged with his partner to divide the two periodicals—Mr. Curtis taking the *Ladies' Home Journal*, which had yet to prove successful, his partner taking the *Tribune Farmer*, which had won success to a paying degree. Mr. Curtis now stood for himself, a new monthly on his hands, but without a penny to further its success. The wife assumed the editorial end, the husband the business part, and their home became practically the publication-office. The business acumen which has won for Mr. Curtis his present success showed itself at this point. He sought the advertising agency of N. W. Ayer & Son and asked for four hundred dollars' credit, that he might tell the American public about his periodical. The credit was allowed, and the entire four hundred dollars was spent in one advertisement in one periodical. It was that for twenty-five cents any one could have the new periodical for a year, or five persons, clubbing together, could have it for a dollar. Several thousand persons decided they wanted it, and the career of Mr. Curtis and the *Ladies' Home Journal* had begun. That was nineteen years ago. The response that came from his first advertisement encouraged the publisher, and he followed it up with other advertisements as fast as he could get credit or money to pay for them. The industry and energy that come with New England stock were now put to their limit to push the new periodical into public favor. The wife worked as hard as the husband, and both worked together, day and night. More money went into advertising than ever went into the

family exchequer. But with each year the periodical increased. As much as three hundred thousand dollars was spent in a single year to tell the people these things, until the present periodical and success were slowly but surely evolved. But Mr. Curtis's itch for a weekly paper was still in the blood, and it broke out afresh in 1897, when an opportunity came to buy that paper that Benjamin Franklin originally started: The *Saturday Evening Post*. Mr. Curtis bought the paper—or, to be strictly truthful, he bought the title, for that was all there was to buy. The paper had barely existed for years. It had scarcely an actual paid circulation of a hundred copies. But its prestige was a value in Mr. Curtis's eyes, and upon this he determined to build. He had now more capital to do with than when he started his former weeklies, but the proposition before him was not a whit less formidable. He believed there was room for a high-grade popular weekly which would not depend upon its pictures or timeliness for its chief interest or success. That is, he saw in the American growing hunger and taste for reading a place for a paper which would feed that desire, in a good way, fifty-two times instead of only twelve, as the monthly does, and yet not trespass upon the daily newspaper field. There was a place between them, he argued. And he started to prove the theory to be right. The country very soon learned at least one fact that it had not previously known or had forgotten: that there was such a paper as the *Saturday Evening Post*. This Mr. Curtis decided first to tell, and he spent a quarter of a million dollars telling it. Then he began to tell what was in his weekly and why he thought the public ought to support it. All this was done on such a scale that no one could open his newspaper at the breakfast table without at least seeing Mr. Curtis's message. Some read the message; some looked at it merely. Mr. Curtis was determined that all should read. He kept at it, and finally three hundred thousand persons said to him: "Enough. Here is a dollar."

"That will do for a start, anyway," said Mr. Curtis, and he de-

terminated to let his three hundred thousand folks see how they liked his paper. Then he kept close to his editor, and the two worked together to improve the paper. "Give them the best," he said, and the editor did, with the result that the majority of the three hundred thousand stayed and have been paying their dollar every year since, with a yearly increase to their number of some twenty-five thousand—which is not a bad record for five years. Through such instances of actual achievement are Mr. Curtis's characteristics clearly seen. His mind is of a projective order. The present is valuable to him as it has a bearing on the future. He sees clearly and at a good distance. He is essentially an executive. Details are necessities to his mind but irritants to his hands. These he leaves to others while he projects the things that count. He gives his confidence slowly, but when he gives it he gives it entire. It is my pleasure to know, more or less intimately, the principal American publishers of magazines and books, and among them all I know not one who has the marvelous faculty of so fully and absolutely letting a man alone, once he gives him his confidence, as does Mr. Curtis. A business matter, no matter what amount may be involved, in hands in which he trusts, is absolutely dismissed from his mind, and he gives it not the slightest concern. It is his money that the other man is spending, but, so far as Mr. Curtis as the owner of that money is concerned, no one would ever know it. He puts a man absolutely on his mettle and his honor, and there he leaves him, even with the largest propositions before him. He believes in a man's fullest and ripest development, and gives a man every opportunity to reach his greatest power. Mr. Curtis is absolutely past master of the art of letting a man alone—if he trusts him. If he doesn't trust him, he likewise lets him alone, only in another way.

I remember a New York man saying to one of Mr. Curtis's business associates:

"You seem to have a competent head to about every department in this business, and every phase of

the business is covered. Pray, what does Mr. Curtis do?"

"Nothing," was the half-humorous reply. The man who sits silently thinking and planning in a great business concern may not always be the busiest looking man. His desk may be clear of every scrap of paper. He may not come to the office with the same regularity as does his stenographer. And, in those respects, Mr. Curtis does nothing. He doesn't have to do them, for the reason that he did them years ago. And, in the respect, too, of interfering with the best work of his men, Mr. Curtis does nothing, and here doing nothing is a fine art that few men learn. But the hand that created the enormous Philadelphia publishing business, now valued at several millions of dollars, is the same hand that rests upon it now in its essential phases. It has simply been taken off the details. Personally, the man is essentially simple of tastes and quiet of demeanor. In fact, one might almost say he is silent. He has a way of living to himself and within himself that, unless one understands him well, is easily misunderstood. His opinion is always the last expressed in a conversation. He is absolutely free from assertiveness in personality—a strange contradiction in that respect from his aggressive business methods. Of egotism he knows not the meaning. This is unusual in a man of small stature, since it seems so general a rule that what Nature withholds from stature she so often adds to self-opinion. But Mr. Curtis is essentially a small big man. No proposition is too large to him—so long as it is good. An idea that would stagger other men in its involvement of expenditure simply incites him to try. He never talks of himself or what he has done, and an allusion to his success by another makes him suspicious of an ulterior purpose. His idea is simply that he has worked, and his work has brought him what he set out for. He is perfectly willing that his vast printing-plant and what it produces shall be admired, and keenly appreciates any honest compliment paid to his concern or his periodicals, but suggest that he is

the man behind it all, and his whole aspect changes. Before any tribute to his personality he is silent or unbelieving. His conception is mainly of results. Not that he is blind to the personalities behind results, for the biographies of great personalities are his favorite reading. But, after all, it is what the man has accomplished and how he did it that interests him, rather than the man himself. He respects a man who can make a great success but he admires the success more. "It is the result that tells" is his favorite expression.—*Edward Bok, in the Cosmopolitan for October, 1902.*

#### “TRUTH IS TRUTH TO THE END OF RECKONING.”

Truthfulness in dealing with the public outweighs all other considerations. Why should I be the less careful about the statements I make in talking to the public through the press than when speaking face to face? I speak to each individual who reads my advertisement; my relation to him is a personal one. I must win his confidence. I can only do it by telling him the truth. Not only must I take good care that I do not deceive him, but I must so word my advertisement that he cannot be self-deceived by it.—*Dean Alvord.*

#### WHAT IS “LLOYDS”?

Primarily “Lloyds” is a corporation employed in marine insurance and having a world-wide agency for the collection of marine intelligence. Incidentally other insurance is taken. “Lloyds” had its origin in the enterprise of Edward Lloyd, a London coffee-house keeper, whose place, opened in 1688, became a resort for shipowners and ship captains. So much was learned of marine matters and so general became the interest in this information, that in 1692 an office was opened in Lombard street, and shortly afterward Lloyd's *News*, a paper issued three times a week and devoted to shipping news, made its appearance. Adverse criticism by the paper of the British government, coupled with a demand for an apology for an item of news which appeared in the paper, decided Mr. Lloyd to discontinue the publication. The insurance feature of “Lloyds” originated from a method of mutually insuring or “underwriting” each other's shipping risks by the owners frequenting Lloyd's establishment. Their method of doing this was to subscribe or “underwrite” their names to a document which stated the amounts that each was willing to give in the event of disaster to the risk. The present system of “Lloyds” does not differ in any essential particular from the method employed at the beginning, but it is much better organized and the business has been vastly increased in volume. Its radius of operation now practically covers the whole world.—*Scientific American.*

#### Of Interest To Advertisers.

**THE CHICAGO RECORD-HERALD** has a larger daily circulation than any other Chicago morning paper—in the city, in the suburbs, through country dealers and by mail.

**THE RECORD-HERALD** has the largest circulation of any two-cent paper in America, whether morning or evening, and double that of its nearest competitor in the Chicago morning field.

September Average:

DAILY, - 163,614  
SUNDAY, 194,376

#### THE PRICE

After December 31, 1902,  
of the

*American  
Newspaper  
Directory*

will be

*Ten  
Dollars*

for each volume.



## THE EARLIEST NEWSPAPERS.

Hudson's "Journalism in the United States" gives this list of early newspapers, established in the order named: *Gazette*, Nuremberg, 1457; *Chronicle*, Cologne, 1499; *Gazette*, Venice, 1570; *Die Frankfurter Oberpostamts Zeitung*, Frankfurt, 1615; *Weekley News*, London, 1622; *Gazette de France*, Paris, 1631; *Postoch Inrikes Tidning*, Sweden, 1644; *Mercurius Politicus*, Leith, Scotland, 1653; *Courant*, Haarlem, Holland, 1656; *Publick Occurrences*, Boston, 1690; *Pue's Occurrences*, Dublin, Ireland, 1700; *Gazette*, St. Petersburg, Russia, 1703; *News-Letter*, Boston, 1704; *Gaceta de Madrid*, Madrid, Spain, 1704; *Mercury*, Philadelphia, Pa., 1719; *Gazette*, New York, 1725; *Gazette*, Annapolis, Md., 1727; *Gazette*, Charleston, S. C., 1731; *Gazette*, Williamsburg, Va., 1736; *Gazette*, Calcutta, 1781.

You will get licked much more quickly if you call a man a liar than if you dubbed him a prevaricator—small words and straight from the shoulder talk count.—*White's Sayings*.

ADVERTISING does not always pay. The wisest owl occasionally hoots at the wrong time.—*Rhode Island Advertiser*.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

RIPANS TABLETS, doctors find, A good prescription for mankind.

## Warm Your Rooms



The "Little Wonder" Gas Heater. Greatest novelty ever placed on the market. Fits over any gas burner, is handsome, durable, weighs only nine ounces and costs but a half-cent per hour. Cuts the coal bill over one-half. Small size, \$1.25, will heat a 12-foot room, the medium size, \$2.50, will heat large dining-rooms and parlors, and the \$5. or largest size, will heat large stores, churches, public buildings or halls. Agents wanted everywhere. For particulars address LITTLE WONDER HEATING CO., 1006 Chestnut St., Philadelphia, Pa.

The Jacksonville, Fla.

## METROPOLIS

Is the leading Daily Newspaper in FLORIDA. Guaranteed average sworn daily circulation

7,214 copies.

## Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

Writing,  
Illustrating,  
Printing.

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

PRINTERS' INK PRESS,

10 SPRUCE STREET,

NEW YORK.

The  
**Observer**  
Hoboken N.J.  
Circulation...  
(Guaranteed)  
20,000



# Trenton Times

**51  $\frac{70}{100}$ %**

**Increase in Advertising**

**In**

**Sept. 1902 Over Sept. 1901**

**THAT'S WHY**

**Trenton Times Leads**

**In**

**Quality and Quantity**

**Of**

**Advertising and Circulation**

**BUSINESS PLACED DIRECT.**

**The Only Paper  
in Trenton, N. J.,**

That publishes its daily circulation.

That has a circulation of over 12,500.

That covers seventy suburban towns.

That is published in the afternoon.

**Circulation is 50 per  
cent more than the  
combined circula-  
tion of all other  
Trenton Dailies.**

Sworn circulation statement, sample  
copy and rates furnished  
on request.

**The**  
**Salt Lake Telegram**  
**is the only 3-cent Paper pub-  
lished in Utah**

It has the largest *average evening* circu-  
lation between Denver and San Francisco.  
Progressive and up-to-date methods have  
placed the *Telegram* in the front rank of  
Western journalism, and it can be truly called

**The People's Paper of the Inter-  
mountain States**

For advertising rates, sample copies and further information, address

**E. T. PERRY,**

Manager Eastern Office,  
Room 407, 150 Nassau St., N. Y.

**HORACE M. FORD,**

Manager Chicago Office,  
112 Dearborn Street.



# That's It!

October 1st  
to 15th.

**Largest Paid  
Circulation  
ever obtained  
by a  
Nashville,  
Tennessee,  
newspaper.**

| October       | Samples,<br>Exchanges,<br>etc. | Actual<br>Copies<br>Sold. |
|---------------|--------------------------------|---------------------------|
| 1st,          | 1,066                          | 15,134                    |
| 2d,           | 716                            | 15,684                    |
| 3d,           | 600                            | 16,950                    |
| 4th,          | 10,550                         | 15,782                    |
| 5th, Sunday.  |                                |                           |
| 6th,          | 900                            | 15,757                    |
| 7th,          | 798                            | 15,585                    |
| 8th,          | 683                            | 15,642                    |
| 9th,          | 550                            | 15,823                    |
| 10th,         | 820                            | 15,521                    |
| 11th,         | 10,800                         | 15,703                    |
| 12th, Sunday. |                                |                           |
| 13th,         | 705                            | 15,888                    |
| 14th,         | 1,000                          | 15,600                    |
| 15th,         | 560                            | 15,865                    |
|               | <b>29,748</b>                  | <b>204,934</b>            |

**Daily average  
copies sold - 15,764**

**Daily average  
circulation - 18,052**

There's no question about it, the DAILY NEWS offers *by far* the best advertising proposition ever offered by any *Tennessee newspaper*. Covers every inch of its field.

DAILY NEWS, NASHVILLE, TENN.

Western Representative,

**C. A. ALLEN,**

112 Dearborn Street,  
CHICAGO.

Eastern Representative,

**F. M. KRUGLER,**

918, 150 Nassau Street,  
NEW YORK.

## ADVERTISING BUTTERINE.

NEW YORK, Oct. 18, 1902.

## Editor of PRINTERS' INK:

It is, as a rule, a pleasure and a delight to scan the well written announcements of the various advertising schools and institutions. How carefully worded they are, ending up with an enticing prediction of golden perquisites for the graduates, of \$40, \$50, \$60 and \$125 and more, that will roll in every six days to the awaiting pocketbook. How the reading of such advertising inflames the mind, how it ignites a dormant ambition; and I do believe these schools have their mission. Advertising beyond a doubt will be benefited to a degree. Of course, but one student out of ten thousand reaches the top pinnacle of success; more will meet in the field of mediocrity, and a great number will find advertisement writing and its accessories painfully unprofitable. It is only the man of originality that forges ahead—that demands the attention of an admiring world. One can learn to draw well but without original conception you become but a commonplace artist. This rule holds good in advertising, too. The schools teach you the fundamental principles of advertising but not in a thousand years can it train one to produce original ideas—ideas that will not only look well on paper but that will also substantiate their worth in dollar results. But there seems to be a deviation from this interesting reading as furnished in the advertisements of the above mentioned schools, as is noted by the following ad of a well known institution, commanding a full page position in *Success*. Now I don't belong to the Knockers' Club but I must call your attention to the ad in question:

## WHAT'S THE USE OF ARGUING THE MATTER?

Nobody could make you believe that oleomargarine is as good as pure butter. It may be colored to look like butter. It may be doctored to taste like butter. It may be sold to take the place of butter.

But it's an imitation of the real article after all, isn't it?

The Page Davis Advertising School is the original.

We have created every precedent and set every standard in advertising instruction.

Anything but the Page Davis course is, at best, only an imitation of the original after all.

Thanksgiving is nigh and the good housewives will doubtless read the ad half through before they discover that it gives not the name of their kitchen want. But then the ad has a decided savor of a butter announcement. The unsophisticated mind forms a sort of half idea that the "Course" is the original butter and not until he reads what follows does he wake up. The ad as a whole does not impress me—not enough to invite my sending a two cent stamp for particulars. Page Davis has done better work than this. I wonder what struck them. Still the new lines that advertisers have followed, the Force campaign, for example, shows that advertis-

ing "is a queer critter" and no one knows what will best bring in the dollars. If this Advertising School reap a harvest of replies from the advertisement in question I must apologize for the criticism. Yours very truly,

A. R. GRUNDEL.

## A PROUD PARENT.

183 Essex st., BOSTON, Oct. 17, 1902.

## Editor of PRINTERS' INK:

Some time ago I sent you a subscription for *Schuh und Leder*, Berlin, Germany. These people write me that they like your paper very much and would also like to subscribe to other papers published in New York which are devoted to the interests of advertising. Will you kindly give me the names of two or three more New York publications which you consider worth their attention.

Yours respectfully,

E. S. GILE.

While it is admitted that PRINTERS' INK thoroughly covers the field as a publication for advertisers, the Little Schoolmaster recommends the following babies published in New York City as worthy of some attention:

*Fame*, monthly, 3 Union Square. Subscription \$1.

*Advisor*, monthly, 1133 Broadway. Subscription \$1.

*Current Advertising*, monthly, 132 Nassau street. Subscription \$2.

*National Advertiser*, weekly, 6 East 14th street. Subscription \$1.

*Retailer and Advertiser*, weekly, 150 Nassau street. Subscription \$4.

## CONTRACT FORMS.

NEW YORK, Oct. 16, 1902.

## Editor of PRINTERS' INK:

The suggestion made in PRINTERS' INK September 10, page 40, has been favorably received by a number of publishers who are considering its adoption when next printing contract blanks and rate forms. The plan of making these forms of such a size as will go into a number six envelope without folding seems the most acceptable. The publishers of the journals named below have notified the writer that they will adopt the above size:

*Electrical World and Engineer*, *Electrical Review*, *Engineering Magazine*, *Inland Printer*, *Marine Engineering*, *National Provisioner*, *Steam Engineering*, *Street Railway Review*.

There are some papers that already have the right size and there are some that are almost right. The size should not exceed 3½x6 inches, and there is no reason why publishers should continue to load the advertiser with such a variety of contract forms as are now used. A uniform size would be just as easy to print and much easier for the advertiser to file. The writer will be pleased to receive the names of other publishers who are willing to adopt a standard size advertising contract blank.

H. M. DAVIS.

Mgr. Adv. Dept., Sprague Electric Co.

*The Most Popular Jewish Daily.*

# Daily Jewish Herald

ESTABLISHED 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the **BEST** advertising medium.

**The Volksadvocat**  
**WEEKLY**

The only weekly promoting light and knowledge among the Jews in America.

**M. & G. MINTZ,**

PROPRIETORS,

**132 Canal Street, New York.**

Telephone, 988 Franklin.

*Circulation Books Open for Inspection.*

# THE SCHOOLS CAN'T BE DOWNED.

212 West Fourteenth street.

NEW YORK, Oct. 22, 1902.

Editor of PRINTERS' INK:

In your issue of October 15th one Russell Henry Ramsey takes occasion to support what he chooses to call "the current indictment against advertising schools" by adducing as "damaging evidence" the recent voluntary admission of an ad school graduate that in seeking employment he found it an absolute handicap to make known his ad school training." Since Mr. Ramsey apparently believes and does not hesitate to say that this "evidence" is conclusive, he has, of course, taken steps to assure himself that the only objection to the graduate in question was that he had taken some advertising course, that he was otherwise a man of good judgment, energy and good address, and that he had given entire satisfaction to former employers. In the estimation of the writer a man who makes a voluntary and public admission of failure lacks common sense, and he has yet to learn of an ad school which undertakes to supply its graduates with that essential. Mr. Ramsey goes on to say that "to enroll in an ad school is a sign of lack of judgment on the part of the applicant," thus including in his arraignment not only the schools themselves but every person who has ever filed an application in those schools. It would be interesting to know through just what mental processes Mr. Ramsey passed before arriving at this conclusion. The writer happens to number among his personal acquaintances several successful business men who have taken ad school courses with the idea of improving their business publicity, and at least one ad school publishes supposedly bona fide applications from the business managers of several magazines of national circulation. Does Mr. Ramsey mean to imply that these men lack judgment or that they were temporarily unbalanced? To quote further, "the ad school graduate's knowledge of advertising is wholly theory." The positive manner in which the statement is worded presupposes a thorough investigation of all ad schools and their method of instruction. Are we to understand that the men at the head of the various schools are purely theorists? Suppose A, a man of recognized ability, conducting an advertising business in New York City, prepares a series of effective mailing cards for B in Buffalo. Isn't it possible for B by correspondence with A to learn just what processes were gone through to produce the mail series and then by intelligently and faithfully studying the essential points, himself prepare a similar mail series? Isn't ad school instruction conducted along similar lines? The writer anticipates Mr. Ramsey's criticism that some men who want to become adwriters lack the necessary qualifications to achieve success; but is their inability to hit the mark, either directly or indirectly chargeable to the ad school? If a man attends a business college and fails to become an expert accountant, stenographer or what you will, is the college necessar-

ily a pernicious institution? "The ad school graduate's knowledge of advertising is wholly theory." Are there then no fundamental principles in advertising which may be imparted to the students? "The ad school graduate consistently refuses to realize (because he can't) that advertising involves more of business ability and discernment than it does of technical rules." What's the point? If the student possesses business acumen it will be in evidence whether he buys mess-pork or advertising space, but business acumen alone does not make a good advertising man. The student supplies the business ability and the common sense and the ad school the technical training. Experience does the rest. Ad school and text books may not teach a man that a woman's publication is not the obvious medium for Savage rifles—common sense should do that, but they will teach him that as a rule a 200 line halftone does not work well on news stock. The moral of Mr. Ramsey's letter would appear to be that there is absolutely no way to learn advertising except by actual experience. There are dozens of men throughout the country who have been compelled by circumstances to learn uncongenial businesses which pay indifferently well. Every little while some of these men decide that advertising offers greater opportunities for advancement. As a rule they are so situated that it is impossible for them to accept an \$8 position at the bottom and work up. Here the ad schools come to the front and teach these men the technicalities and methods of procedure, if nothing more, and thus equip them for positions that will at least pay their expenses. They save time and are enabled to make the change of profession without depleting their bank balances, if they happen to have any. Is that worth \$30 or \$40? Dozens of young men in small towns have taken ad school courses and learned to prepare matter for their local retailers, thus substantially adding to their regular incomes. As they have gained experience they have produced better work and many of them have eventually worked into positions which realized their ambitions.

Mr. Ramsey says that the reasons he gave are sufficient to show that the fact that a man is an ad school graduate is good ground for rejecting his application for an advertising position. Mr. Ramsey's "reasons" somehow fail to carry conviction. Yours very truly,

T. W. PIPER.

## THIS QUERY COMES OFTEN.

H. H. FRANKLIN MFG. COMPANY.  
Automobile Department.

SYRACUSE, N. Y., Oct. 21, 1902.

Editor of PRINTERS' INK:

Somebody used to make a great holler in your paper about street car advertising. We fail to find his ad now. We have been wondering if street car advertising wouldn't be a good thing in towns where we have agencies, and would like to get in touch with someone who could tell us about it.

Yours truly,

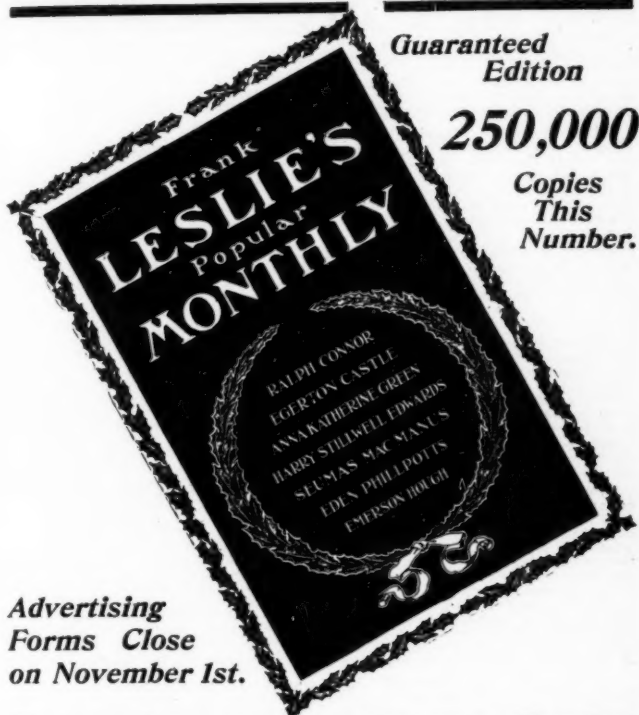
H. H. FRANKLIN.

# CHRISTMAS NUMBER

*Guaranteed  
Edition*

**250,000**

*Copies  
This  
Number.*



*Advertising  
Forms Close  
on November 1st.*

**December, 1902, 250,000 Copies**

Of which  
Number  
not less than { 117,400 go to **PAID SUBSCRIBERS**  
129,000 will be sold to **Newsdealers**  
3,600 go to **Advertisers, Exchanges, etc.**

**Cost on Contracts,** for one year, or for  
three pages and over,

**Less than ONE-THIRD cent per line per thousand  
of guaranteed circulation.**

|                       |                      |                      |                |          |
|-----------------------|----------------------|----------------------|----------------|----------|
| Advertising<br>Rates: | Full Page.....       | 224 Agate lines..... | Per Month..... | \$224.00 |
|                       | Half Page.....       | 112 Agate lines..... | Per Month..... | 112.00   |
|                       | Quarter Page.....    | 56 Agate lines.....  | Per Month..... | 56.00    |
|                       | Per line, Agate..... |                      |                | 1.10     |

Discounts: 5 per cent for six months; 10 per cent for twelve months; or, advertisers using 1 1/4 pages within one year are entitled to six months' rate; three pages or more used within one year accepted at yearly rate.

**FRANK LESLIE PUBLISHING HOUSE**  
**141-147 Fifth Ave., New York (Founded 1855.)**

## NOTES.

THE Des Moines, Ia., Advertisers Club gave a banquet at the Savery House, October 22, 1902, in honor of Mr. D. N. Lord.

JAMES HOWARD KEHLER, 324 Dearborn street, Chicago, sends a large—and somewhat unwieldy—sheet of specimens of stock mailing cards that can be adapted to different lines of trade. The designs are all bright and attractive.

"GOOD COFFEE," a booklet from the Haserot Company, Cleveland, Ohio, is not notable for new facts about this staple, but the old facts are told briefly and pointedly, and the brochure is a fair, average piece of literature for distribution by retailers.

REV. DR. W. T. HILTON, pastor of the First Christian church, Sioux City, Iowa, believes in newspaper and billboard advertising for his church services. An advertising fund has been established which will be used for the purpose of attracting people to the church.

FIFTEEN policemen attached to various precincts in New York City have been ordered to appear for trial at police headquarters on charges of "attempts to influence the public." The charges grew out of advertisements in which appear photographs of fifteen policemen accompanied by as many letters setting forth the alleged beneficial effects of a certain medicine.

THE *Hint*, a small monthly published at Auburn, N. Y., and containing local retail advertising, is conducting the old political guessing contest upon somewhat new lines. Prizes are offered to the person who comes nearest to guessing the mayoralty vote in that town, and those who send in guesses are required to use coupons cut from the paper and stamped by a merchant who uses its advertising space, showing that the contestant has made a purchase at his store. A guess goes with every purchase.

"GENUINE Leather Furniture" is a handsomely arranged and printed catalogue from S. Karpen & Bros., Chicago. This firm makes a conspicuously fine line of leather-covered hardwood furniture and has succeeded in showing each of several hundred pieces to great advantage by means of retouched half-tones. In addition there are short, pointed talks upon leather, springs, woods and other materials that distinguish durable furniture from the prevalent imitations. The Campbell Printers, Chicago, deserve commendation for the exquisite mechanical work upon the book.

"PROFESSIONAL Stationery" is a booklet from the Inland Type Foundry, St. Louis, in which are shown various forms of note paper, letter and bill heads, cards, statements and other office printing for physicians, dentists, clergymen and ministers, each printed in a face of type made by this foundry. Various grades of paper are used, and the book is so complete as an exhibition of office stationery for almost any business that it could be used as an advertising booklet by any printer who would take it for a model and get out a similar piece of literature to mail to professional men in his locality.

THE New York *Journal* announces that Jan. 1, 1903, the first annual number of its almanac, encyclopedia and year book will appear. It will contain 800 pages and be distributed also by the Chicago *American* and San Francisco *Examiner*.

MR. CHARLES YOUNG, who is in charge of the Burlington advertising, with headquarters at Omaha, sends a page ad that appeared upon the cover of the September *Omaha Druggist*. It is to be regretted that it cannot be reproduced, being printed upon colored stock. Advertisers familiar with the Burlington's publicity know that it is notable for striking effects produced with very simple means—large black circles and borders, plenty of white space judiciously managed and a few words of argument set in severest gothics.

From the potteries of the Taylor, Smith & Taylor Company, East Liverpool, Ohio, comes a catalogue of the firm's products, accompanied by a little booklet showing the plant and a specimen of "Navarre" ware. The argument in the booklet is excellent—simple, honest and convincing. It is rather too bad that such matter is not set in a better typographical dress. The cuts are stiff and amateurish, and the composition and presswork of the booklet and catalogue are far from being of the sort that can be had nowadays for very reasonable prices. In make-up the catalogue is good, having an attractive cover and color scheme. A unique reply card is sent with each catalogue.

THE New York *Times* observes that the business occupants of buildings on Broadway and elsewhere, which are undergoing repairs, display very often witty signs suitable to the situation. For instance: Here is one of the signs on Broadway, not far from Spring street: "The front looks dead, but we are still inside, as lively as ever—Hats." A little further along, on the other side, is this: "Out of the dark tunnel into the light of a—hat." Further along up Broadway, where the barrier took on the form somewhat of an earthwork, the proprietor of a furnishings store displayed for several weeks the following legend: "Mother earth has erected this barrier, but on the other side children of men are engaged in caring for your personal appearance—shirts, collars, gloves, etc." These are only a few of the new signs, but they are representative.

MR. JAMES ATKINSON, proprietor of the Caxton Printing Works, Ulverston, Lancashire, England, expresses thanks for a recent criticism of his work in *PRINTERS' INK* and sends a booklet with the suggestion that "we English people have some different ideas about methods of display." With due allowance for requirements of English patrons, it seems to the Little Schoolmaster that when British printers take American models for their work they err by imitation rather than emulation. The booklet submitted by Mr. Atkinson runs to over-ornamentation, and has an ill-considered color scheme. The Little Schoolmaster would like to have him try a brochure in a single series of type and two shades of ink at the most, and thinks that both he and Mr. Atkinson will be pleased with the result.



# STAND THE TEST

No other papers are put to such severe tests as mail order papers. As the large percentage of advertising in their columns is keyed and calls for direct returns, they must prove up every thirty days. The fact that

## The Ellis Papers

carry all the large and prominent mail order advertisers all the time is the best proof of their pulling powers.

MUNCIE, IND., September 26, 1902.

MR. W. J. KENNEDY,  
Adv. Mgr. THE C. E. ELLIS CO.,  
112 Dearborn Street, Chicago, Ill.

*My Dear Mr. Kennedy:*

We have used "THE ELLIS PAPERS THAT PAY" for a good share of our advertising for the last year and we must say that we are very well satisfied with the results of the advertising that they have carried for us.

Thanking you for the interest shown us at all times and assuring you of our best wishes, we are,

Very truly yours,

RAYMOND MANUFACTURING CO.,  
Per O. F. Raymond.

### *These are the Ellis Papers that Pay:*

|                                  | Circulation. | Rate per line. |
|----------------------------------|--------------|----------------|
| The Metropolitan and Rural Home, | 500,000      | \$2.00         |
| The Home Monthly, - - -          | 400,000      | 1.50           |
| The Paragon Monthly, - - -       | 400,000      | 1.50           |
| The Gentlewoman, - - -           | 400,000      | 1.50           |
| Park's Floral Magazine, - - -    | 350,000      | 1.25           |

### THE C. E. ELLIS COMPANY,

713-718 TEMPLE COURT BLDG.,  
NEW YORK.

112-114 DEARBORN STREET,  
CHICAGO.

ON September 29th the Barnes-Crosby Company acquired nearly all of the property of the Western Engraving Company, one of the older engraving and lithographing establishments of St. Louis, located at 214-216 Chestnut street. The Barnes-Crosby Company has practically absorbed the other institution, and will remove their offices and plant from the Continental Bank Building, 4th and Olive streets, to the quarters formerly occupied by the Western Engraving Company.

A CASE was heard in the federal court at Leavenworth, Kas., Oct. 17, 1902, which is of special interest to all newspaper publishers in that the court took a long step toward purifying the columns of the daily papers in the country by practically eliminating a certain class of advertising, says the Leavenworth *Times*. J. M. Clements was charged with sending objectionable matter through the mails. It consisted of a patent medicine known as a "female regulator." With his medicine he had sent along printed directions for its use. The medicine and the directions together with its advertisement was held to be objectionable and he was fined \$25 and cost. Clements had submitted his advertising matter together with his medicine and the printed instructions to attorney and to the postmaster of Kansas City and they had been pronounced mailable. Nevertheless complaint was filed and he was found guilty.

THE winning, in six years' time, of the eminent position this store now holds in the favor of a vast clientele of the well-dressed men of New York, has not been a matter of haphazard chance. It has not grown simply because of the favorable location of the Wanamaker store in this busy center of the men's clothing district. Convenience of location has been a happy incident; but primary causes of a more powerful nature have brought men here, not alone from the immediate vicinage, but from every part of Greater New York. And it has not been the mere matter of money-saving; though money saving is always the twin merit of betterness. The whole secret lies in the fact that the best experts in the men's wear trade have been engaged in exclusive producing and buying of Wanamaker furnishings for men. They have been backed by ample capital—our chief spending several months each year in Europe; and when at home, working constantly for the betterment of his merchandise with and among the best American manufacturers. Never working for cheapness, as a primary result—always for betterment—taking out the inconveniences and discomforts that have troubled men in their ordinary furnishings; keeping constant eye on the makers of men's goods in London, Paris and Vienna. Buying the foreign things in lavish quantities; and applying the foreign ideas, when better than ours, to goods made in America. Making in our factory such goods as we could economize on, or get made better than was possible outside. Always preferring to use outside manufacturers when able to come together with them on lower basis of cost, and have our own ideas of quality, style and workmanship carried out absolutely.—*Wanamaker Store editorial*, Oct. 10, 1902.

THE remarkable triumphs of the *Record* in the field of American journalism have been a subject of general interest and comment for years past. The distinct qualities which sent the *Record* quickly to the front as the favorite newspaper of Philadelphia and its vicinity, and which have gained for it a circulation as wide as the world and unrivaled by that of any other newspaper in Pennsylvania, have been strictly maintained. As a consequence, its popularity has remained undiminished. It is bought and read by a constantly growing number of people. All of its Philadelphia contemporaries have finally paid it the compliment of reducing their price to the *Record* standard; but the *Record* continues to grow with the growth of population. In the past eight months the average gain of circulation (both weekday and Sunday) has been in a higher ratio than in the record-making Presidential election year of 1900. Not less remarkable has been the growth of the *Record's* advertising. Nowhere can be found a more striking indication of the general prosperity than in the increasing demand for newspaper advertising space. The *Record* is the one journal to which the experienced advertiser turns as a matter of course. The fruitfulness of its publicity in one of the most profitable advertising fields in the country is widely known.—*The Record*.

OUR linen expert spends six months out of the year in the linen districts of the old world—France, Germany, Bohemia, Moravia, Silesia, Saxony, Belgium, Scotland and Ireland. No other house in America has such representation there. The usual store's buyers hurry through Ireland, Scotland, France, perhaps a day or two in Belgium and Germany. Not one other house sends a representative through the mountain districts of the interior, where the fine work is done on linens, and where these beautiful pieces—many of them works of real art—are gathered. For years our expert has been traveling among these people. He knows just where the best embroidering is done, where the drawn work is most artistically produced; he knows where each character of work is to be obtained, and where the best work costs the least. He gathers tea-cloths here, table-cloths there, doilies and center-pieces somewhere else. And, during the months of travel and search, the collection grows to the proportions of a pretentious exhibition such as we present to-day. See the pieces in the Broadway windows, examine the cases along the Main Aisle; see the beautiful pieces shown in the Linen store. But the art things—the fancy linens are only half of the exhibition. The untrimmed linens are also marvels of beauty—the French linens, in particular—table-cloths, unhemmed, with napkins to match, exquisite in design, and in quite a variety of exclusive patterns that will give distinction to the tables they grace. Then here are the Flemish Linens, the Scotch, the Irish, the German, Austrian—and all the others. Perhaps you never realized what elegance and beauty was hidden away among these linen counters. Come to-day and see one of the most sumptuous displays of linens that New York has ever been invited to view.—*Wanamaker Store Editorial*.

# From Pole to Pole

Office of

## The Porto Rico Sun,

SAN JUAN, P. R., Oct. 13, 1902.

*Printers Ink Jonson:*

DEAR SIR—Inclosed please find check for \$14.25 for 250 lb. barrel of your news ink. We are using a No. 6 2-cylinder Hoe press. I am sending by this mail a copy of the Porto Rico Sun, which will show you the kind of paper to be printed. The temperature of the press room is 75 to 85, being variable.

Kindly send at once. The extra \$3 is to pay the freight.  
Very respectfully, LINDEN HARRIS WHITE.

The sun never sets on the territory I have covered in my nine years' career as an ink man, for my goods are universally used from Cape Nome, near the North Pole, to Buenos Ayres, near the South Pole, and from the Azore Islands, in the Atlantic Ocean, to the Philippine Islands, in the Pacific Ocean. Ten years ago no ink man ever dreamed that an unknown factor would arise in the trade and accomplish results which seem like miracles. Think of it: nearly ten thousand satisfied customers who never saw me or were visited by salesmen or drummed by branch houses, and who thought enough of my goods to send nearly a hundred thousand orders, each accompanied by the cash. I do just as I agree. I give a dollar's worth of ink for one dollar, but I must get the dollar first. When the goods are not found as represented I offer no excuses, but refund the money along with the transportation charges. Send for my price list. Address

### PRINTERS INK JONSON,

17 Spruce Street,

New York.

*The following is reproduced from Printers' Ink . . .* *ISSUE OF OCTOBER 1st*

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PRINTERS' INK.

# ADVERTISING CLASSIFIED ADS.

preciable success  
old is the only  
which it pays

"Want liners" are highly important in the economy of a daily paper. In fact, they are, in some respects, an index to a daily's standing in its community, for the paper that carries this class of advertising in any city of consequence is usually very close to the people.



## The Philadelphia Inquirer

During the week ending  
October 18th printed

**9,308** *Help and Situation  
Wanted  
Advertisements.*

The number printed in each of the other Philadelphia newspapers during the same period was:

|                |       |                                                                         |
|----------------|-------|-------------------------------------------------------------------------|
| Record . . .   | 611   | } TOTAL IN INQUIRER . <b>9,308</b><br>TOTAL IN ALL OTHERS, <b>6,828</b> |
| Press . . .    | 2,170 |                                                                         |
| Ledger . . .   | 2,563 |                                                                         |
| North American | 1,484 |                                                                         |

The Inquirer prints more Want Ads than all the other morning and evening newspapers in Philadelphia combined. Total Want Ads, **16,647** all kinds, during the week—

THE PHILADELPHIA INQUIRER  
1109 MARKET ST., PHILA., PA.

NEW YORK OFFICE:  
TRIBUNE BLDG.

CHICAGO OFFICE:  
TRIBUNE BLDG.

